MANUFACTURERS AND EXPORTERS OF

- DIRECT / REACTIVE / ACID DYESTUFFS
- SOLVENT / INKJET DYESTUFFS
- **PIGMENTS & ADDITIVES**



October 30, 2024

To, The Manager-Listing Department, National Stock Exchange of India Limited. Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (E), Mumbai- 400 051. Maharashtra, India

USHANTI COLOUR CHEM LIMITED

SYMBOL: UCL

SERIES: SM

SUB: DISCLOSURE UNDER REGULATION 30 - COPY OF NEWSPAPER ADVERTISEMENT WITH RESPECT TO RIGHTS ISSUE OF THE COMPANY

Dear Sir.

Pursuant to Regulation 30 and Regulation 47 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and with reference to the Rights Issue of the Company, we hereby inform that the Company has published the following Public Announcements (the "Pre-Issue Advertisement") in the form of Newspaper Publications which were published on 30th October 2024 in the following newspapers:

Financial Express (English national daily newspaper with wide circulation),

Jansatta (Hindi national daily newspaper with wide circulation) and

Financial Express Gujarati (Gujarati daily newspaper).

The copies of Newspaper Publications are enclosed herewith.

You are requested to kindly take the note of the above and display the same on the notice of the exchange.

Thanking you,

For Ushanti Colour Chem Limited

Maunal Shantilal Gandhi Joint Managing Director DIN: 00118559

Encl: A/a



Plot No. 88/6/7/8, GIDC, Phase 1, Vatva, Ahmedabad - 382 445. (INDIA) Ph.: 91 - 79 - 25833315, 25894903 M.: +91 - 9879768621 E.: maunal@ushanti.com W.: www.ushanti.com

CIN No. L24231GJ1993PLC019444

WWW.FINANCIALEXPRESS.COM

This advertisement is for information purposes only and not for publication, distribution, or release directly or indirectly outside India. This is not an announcement for the offer document. All capitalized terms used herein and not confined herein shall have the meaning assigned to them in the Letter of Offer dated October 14, 2024 (the "Letter of Offer" or "LOF") filed with the SME Platform of National Stock Exchange of India Limited ("NSE") ("NSE-Emerge"). and the Securities and Exchange Board of India ("SEBI") for information and dissemination on the SEBI's website pursuant to the proviso to Regulation 3 of the Securities Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018 ("SEBI (ICDR) Regulations").

USHANTI COLOUR CHEM LIMITED

Corporate Identification Number: L24231GJ1993PLC019444

Our Company was incorporated under the provisions of Companies Act, 1956 as 'Ushanti Colour Chem Private Limited' in Gujarat vide Certificate of Incorporation issued by Registrar of Companies, Gujarat, Dadra and Nagar Haveli, on May 12, 1993. Consequently, it was converted into a public limited company pursuant to special resolution passed at Extra-ordinary General Meeting of our Company held on February 19, 2018 and the name of our Company was changed to 'Ushanti Colour Chem Limited' and a fresh certificate of incorporation consequent upon Conversion of Private Limited to Public Limited dated March 07, 2018 was issued by Registrar of Companies, Ahmedabad. The Corporate Identification Number of our Company is U24231GJ1993PLC019444.

> Registered Office: 88/8 GIDC, Phase I, Vatva, Ahmedabad- 382445, Gujarat, India • Tel. No.: 079-25833315; • Fax No.: Not Available • Contact Person: Ms. Vishakha Tanwar, Company Secretary and Compliance Officer • Email: admin@ushanti.com; • Website: www.ushanti.com

PROMOTERS OF OUR COMPANY MR. MAUNAL SHANTILAL GANDHI AND MR. MINKU SHANTILAL

ISSUE OF UPTO 5.35.085 EQUITY SHARES WITH A FACE VALUE OF ₹ 10 EACH ("RIGHTS EQUITY SHARES") OF OUR COMPANY FOR CASH AT A PRICE OF ₹ 55 EACH INCLUDING A SHARE PREMIUM OF ₹ 45 (RUPEE FORTY-FIVE ONLY) PER RIGHT EQUITY SHARE ("ISSUE PRICE") FOR AN AGGREGATE AMOUNT OF UPTO ₹ 294.30 LACS ON A RIGHTS BASIS TO THE ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY IN THE RATIO OF 05 RIGHTS EQUITY SHARES FOR EVERY 100 FULLY PAID-UP EQUITY SHARES HELD BY THE ELIGIBLE EQUITY SHAREHOLDERS ON THE RECORD DATE, THAT IS ON OCTOBER 11, 2024 (THE "ISSUE"). THE ISSUE PRICE FOR THE RIGHTS EQUITY SHARES 5.5 TIMES THE FACE VALUE OF THE EQUITY SHARES. FOR FURTHER DETAILS, SEE "TERMS OF THE ISSUE" ON PAGE 95 OF THIS LETTER OF OFFER.

ISSUE PROGRAMME

ISSUE OPENS ON NOVEMBER 04, 2024 **LAST DATE FOR ON MARKET RENUNCIATION* NOVEMBER 18, 2024**

ISSUE CLOSES ON# **NOVEMBER 25. 2024**

*Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is completed in such a manner that the Rights Entitlements are credited to the demat account of the Renouncees on or prior to the Issue Closing Date. # Our Board or a duly authorized thereof will have the right to extend the Issue Period as it may determine from time to time, not exceeding 30 (thirty) days from the Issue Opening Date. Further, no withdrawal of Application shall be

permitted by any Applicant after the Issue Closing Date. Simple, Safe, Smart way of Application- Make use of it!!!

*Application Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account, investors can avail the same. For further details check section on ASBA below.

In accordance with Regulation 76 of the SEBI (ICDR) Regulations, SEBI Circulars no. SEBI/CFD/DIL/ASBA/1/ 2009/30/12 dated Decedmber 30, 2009, CIR/CFD/DIL/1/2011 dated April 29, 2011 and SEBI/HO/CFD/DIL2/CIR/ P/2020/13 dated January 22, 2020 ("SEBI ASBA Circulars"), all Investors desiring to make an Application in this Issue are mandatorily required to use the ASBA process. Investors should carefully read the provisions applicable to such Applications before making their Application through ASBA. For details "Procedure for Application through the ASBA Process" on page 110 of Letter of Offer.

Please note that in accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI Rights Issue Circulars, the credit of Rights Entitlements and Allotment of Equity Shares shall be made in dematerialized form only. Accordingly, Eligible Equity Shareholders holding Equity Shares in physical form as on Record Date and desirous of subscribing to Equity Shares in this Issue are advised to furnish the details of their demat account to the Registrar or our Company at least two Working Days prior to the Issue Closing Date, to enable the credit of their Rights Entitlements in their respective demat accounts at least one day before the Issue Closing Date. They may also communicate with Registrar with the helpline number +91-022-62638200 and their email address: rightsissue@bigshareonline.com.

Prior to the issue opening date, the rights entitlement of those resident eligible equity shareholders, among others, who hold equity shares in physical form and whose demat account details are not available with our company or the registrar, shall be credited in a demat suspense escrow account opened by our company. In accordance with the SEBI Rights Issue Circulars, the eligible equity shareholders who hold equity shares in physical form as on record date and who have not furnished the details of their demat account to the registrars of our company atleast two working days prior to the issue closing date i.e., by November 21, 2024, shall not be entitled to make an application for rights equity shares against their entitlements with respect to the equity shares held in physical

PROCEDURE FOR APPLICATION:

In accordance with Regulation 76 of the SEBI (ICDR) Regulations, SEBI Rights Issue Circulars and ASBA Circulars, all Investors desiring to make an Application in this Issue are mandatorily required to use the ASBA process. Investors should carefully read the provisions applicable to such Applications before making their Application

For details, please see "Procedure for Application through the ASBA Process" on page 110 of the Letter of Offer. PROCEDURE FOR APPLICATION THROUGH THE ASBA PROCESS:

Investors desiring to make an Application in this Issue through ASBA process, may submit the Application Form to the Designated Branch of the SCSB or online/electronic Application through the website of the SCSBs (if made available by such SCSB) for authorizing such SCSB to block Application Money payable on the Application in their respective ASBA Accounts.

Investors should ensure that they have correctly submitted the Application Form, or have otherwise provided an authorization to the SCSB, via the electronic mode, for blocking funds in the ASBA Account equivalent to the Application Money mentioned in the Application Form, as the case may be, at the time of submission of the Application.

Self-Certified Syndicate Banks

For the list of banks which have been notified by SEBI to act as SCSBs for the ASBA process, please refer to https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doR ecognised Fpi=yes&intmld=34. For details on Designated Branches of SCSBs collecting the Application Form, please refer the above-mentioned link.

Please note that subject to SCSBs complying with the requirements of SEBI Circular bearing reference number 'CIR/CFD/DIL/13/2012' dated September 25, 2012 within the periods stipulated therein, ASBA Applications may be submitted at the Designated Branches of the SCSBs, in case of Applications made through ASBA facility.

Further, in terms of the SEBI Circular CIR/CFD/DIL/1/2013 dated January 02, 2013, it is clarified that for making applications by SCSBs on their own account using ASBA facility. SCSBs should have a separate account in their own name with any other SEBI registered SCSB(s). Such account shall be used solely for the purpose of making application in the issue and clear demarcated funds should be available in such account for applications. SCSBs applying in the issue shall be responsible for ensuring that they have a separate account in their own name with any other SCSB having clear demarcated funds for applying in the issue and that such separate account shall be used as the ASBA account for the application, for ensuing compliance with the applicable Regulations.

APPLICATION BY ELIGIBLE EQUITY SHAREHOLDERS HOLDING EQUITY SHARES IN PHYSICAL FORM:

Please note that in accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI Rights Issue Circular, the credit of Rights Entitlements and Allotment of Equity Shares shall be made in dematerialised form only. Accordingly, Eligible Equity Shareholders holding Equity Shares in physical form as on Record Date and desirous of subscribing to Equity Shares in this issue are advised to furnish the details of their demat account to the Registrar or our Company at least two Working Days prior to the issue Closing Date, to enable the credit of their Rights Entitlements in their respective demat accounts at least one day before the issue Closing Date.

PLEASE NOTE THAT THE ELIGIBLE EQUITY SHAREHOLDERS WHO HOLD EQUITY SHARES IN PHYSICAL FORM AS ON RECORD AND WHO HAVE NOT FURNISHED THE DETAILS OF THEIR RESPECTIVE DEMAT ACCOUNTS TO THE REGISTRAR AT LEAST TWO WORKING DAYS PRIOR TO THE ISSUE CLOSING DATE, SHALL NOT BE ELIGIBLE TO MAKE AN APPLICATION FOR RIGHTS EQUITY SHARES AGAINST THEIR RIGHTS ENTITLENENTS

WITH RESPECT TO THE EQUITY SHARES HELD IN PHYSICAL FORM. ALLOTMENT OF THE RIGHTS EQUITY SHARES IN DEMATERIALIZED FORM:

Please note that the rights equity shares applied for in this issue can be allotted only in dematerialized form and to the same depository account in which our equity shares are held by such investor on the record date.

DISPATCH AND AVAILABILITY OF ISSUE MATERIALS:

The dispatch of Abridged Letter of Offer and Rights Entitlement Letter along with the Application form has been completed on October 23, 2024 by the Registrar to the Issue to all the Eligible Equity Shareholders of the company, whose names appeared in the Register of Members/Beneficial Owners of the company as on record date, i.e., October 11, 2024 in electronic form through e-mail on October 23, 2024 to the equity shareholders who have registered email ids and physically through speed/registered post on October 23, 2024 to the equity shareholders who have not registered email ids with us or with Registrar to the Issue. Investors can access the Letter of Offer, the Abridged Letter of Offer and the Application Form (provided the Eligible Equity Shareholders is eligible to subscribe for the Rights Equity Shares under applicable laws on the websites of (i) Our Company's website at www.ushanti.com; (ii) Registrar to the Issue's website at www.bigshareonline.com; (iii) NSE's website at

Eligible Equity Shareholders can obtain the details of their respective Rights Entitlements from the website of the Registrar to the Issue's website at www.bigshareonline.com by entering their DP-ID and Client-ID and PAN.

CREDIT OF RIGHTS ENTITLEMENTS IN DEMAT ACCOUNTS OF ELIGIBLE EQUITY SHAREHOLDERS: In accordance with Regulation 77A of the SEBI (ICDR) Regulations read with the SEBI - Rights Issue Circular, the credit of Rights Entitlements and Allotment of Rights Equity Shares shall be made in dematerialized form only. Prior to the Issue Opening Date, our Company shall credit the Rights Entitlements to: (a) The demat accounts of the Eligible Equity Shareholders holding the Equity Shares in dematerialised form; and (b) A demat suspense escrow account opened by our Company, for the Eligible Equity Shareholders which would comprise Rights Entitlements relating to: (i) Equity Shares held in a demat suspense account pursuant to Regulation 39 of the SEBI (LODR) Regulations: or (ii) Equity Shares held in the account of IEPF authority: or (iii) The demat accounts of the Eligible Equity Shareholder which are frozen or details of which are unavailable with our Company or with the Registrar on the Record Date; or (iv) Equity Shares held by Eligible Equity Shareholders holding Equity Shares in physical form as on Record Date where details of demat accounts are not provided by Eligible Equity Shareholders to our Company or Registrar; or (v) Credit of the Rights Entitlements returned/ reversed/ failed; or (vi) The ownership of

the Equity Shares currently under dispute, including any court proceedings, as applicable. **APPLICATION ON PLAIN PAPER UNDER ASBA PROCESS:**

An Eligible Equity Shareholder who is eligible to apply under the ASBA process may make an application to subscribe to this Issue on plain paper. An Eligible Equity Shareholder shall submit the plain paper Application to the Designated Branch of the SCSB for authorizing such SCSB to block Application Money in the said bank account maintained with the same SCSB.

Applications on plain paper will not be accepted from any address outside India. Please note that the Eligible Equity Shareholders who are making the Application on plain paper shall not be entitled

to renounce their Rights Entitlements and should not utilize the Application Form for any purpose including

renunciation even if it is received subsequently. PLEASE NOTE THAT APPLICATION ON PLAIN PAPER CANNOT BE SUBMITTED THROUGH ASBA FACILITY.

The application on plain paper, duly signed by the Eligible Equity Shareholder including joint holders, in the same order and as per specimen recorded with his bank, must reach the office of the Designated Branch of the SCSB before the Issue Closing Date and should contain the following particulars:

Name of our Company, being 'Ushanti Colour Chem Limited'.

Name and address of the Eligible Equity Shareholder including joint holders (in the same order and as per specimen recorded with our Company or the Depository);

Registered Folio No./DP and Client ID No.; Number of Equity Shares held as on Record Date;

Allotment option – only dematerialized form;

Number of Rights Equity Shares entitled to; Total number of Rights Equity Shares applied for;

Number of additional Rights Equity Shares applied for, if any:

Total amount paid at the rate of ₹ 55/- for Rights Equity Shares issued in one Rights Entitlement: Details of the ASBA Account such as the account number, name, address and branch of the relevant SCSB:

In case of non-resident Eligible Equity Shareholders making an application with an Indian address, details of the NRE/FCNR/NRO Account such as the account number, name, address, branch of the SCSB with which the

account is maintained and a copy of the RBI approval obtained pursuant to Rule 7 of the FEMA Rules. Except for Applications on behalf of the Central or State Government, the residents of Sikkim and the officials appointed by the courts, PAN of the Eligible Equity Shareholder and for each Eligible Equity Shareholder in case of

joint names, irrespective of the total value of the Rights Equity Shares applied for pursuant to this Issue; Authorization to the Designated Branch of the SCSB to block an amount equivalent to the Application Money in the

Signature of the Eligible Equity Shareholder (in case of joint holders, to appear in the same sequence and order as they appear in the records of the SCSB); and

In addition, all such Eligible Equity Shareholders are deemed to have accepted the following:

"I/ We understand that neither the Rights Entitlement nor the Equity Shares have been, or will be, registered under the United States Securities Act of 1933, as amended (the "US Securities Act") or any United States state securities laws, and may not be offered, sold, resold or otherwise transferred within the United States or to the territories or possessions thereof (the "United States") except in a transaction exempt from, or not subject to, the registration requirements of the US Securities Act. I/ we understand the offering to which this application relates is not, and under no circumstances is to be construed as, an offering of any Equity Shares or Rights Entitlement for sale in the United States, or as a solicitation therein of an offer to buy any of the said Equity Shares or Rights Entitlement in the United States. Accordingly, I/ we understand that this application should not be forwarded to or transmitted in or to the United States at any time. I/ we understand that none of the Company, the Registrar or any other person acting on behalf of the Company will accept subscriptions from any person, or the agent of any person, who appears to be, or who we, the Registrar or any other person acting on behalf of the Company has reason to believe is in the United States, or if such person is outside India and the United States, such person is not a corporate shareholder, or is ineligible to participate in the Issue under the securities laws of their jurisdiction. I/ We will not offer, sell or otherwise transfer any of the Equity Shares which may be acquired by us in any jurisdiction or under any circumstances in which such offer or sale is not authorized or to any person to whom it is unlawful to make such offer, sale or invitation except under circumstances that will result in compliance with any applicable

laws or regulations. We satisfy, and each account for which we are acting satisfies, all suitability standards for investors in investments of the type subscribed for herein imposed by the jurisdiction of our residence. I/ We understand and agree that the Rights Entitlement and Equity Shares may not be reoffered, resold, pledged or otherwise transferred except in an offshore transaction in compliance with Regulation S under the US Securities Act (hereinafter referred to as 'Regulation S'), or otherwise pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the US Securities Act. I/We (i) am/are, and the person, if any, for whose account I/we am/are acquiring such Rights Entitlement, and/or the Equity Shares, is/are outside the United States, and (ii) is/are acquiring the Rights Entitlement and/or the Equity Shares in an offshore transaction meeting the

I/ We acknowledge that the Company, their affiliates and others will rely upon the truth and accuracy of the foregoing representations and agreements." In cases where multiple Application Forms are submitted for Applications pertaining to Rights Entitlements credited to the same demat account or in demat suspense escrow account, including cases where an Investor submits Application Forms along with a plain paper Application, such Applications shall be liable to be rejected. Investors are requested to strictly adhere to these instructions. Failure to do so could result in an application being rejected, with our Company and the Registrar not having any liability to the Investor. The plain paper Application format will be available on the website of the Registrar at www.bigshareonline.com.

Our Company and the Registrar shall not be responsible if the Applications are not uploaded by SCSB or funds are not blocked in the Investors' ASBA Accounts on or before the Issue Closing Date.

LAST DATE FOR APPLICATION:

The last date for submission of the duly filled in the Application Form or a plain paper Application is November 25, 2024 i.e., Issue Closing Date. The Board of Directors may extend the said date for such period as it may determine from time to time, subject to the Issue Period not exceeding 30 days from the Issue Opening Date (inclusive of the Issue Opening Date).

If the Application Form is not submitted with an SCSB, uploaded with the Stock Exchange and the Application Money is not blocked with the SCSB on or before the Issue Closing Date or such date as may be extended by the Board of Directors, the invitation to offer contained in this Letter of Offer shall be deemed to have been declined and the Board of Directors shall be at liberty to dispose of the Rights Equity Shares hereby offered, as provided under the section, "Basis of Allotment" on page 121 of this Letter of Offer.

Please note that on the Issue Closing Date, (i) Applications through ASBA process will be uploaded until 5.00 p.m. (Indian Standard Time) or such extended time as permitted by the NSE, Please ensure that the Application Form and necessary details are filled in. In place of Application number.

Investors can mention the reference number of the e-mail received from Registrar informing about their Rights Entitlement or last eight digits of the demat account. Alternatively, SCSBs may mention their internal reference number in place of application number.

PROCEDURE FOR RENUNCIATION OF RIGHTS ENTITLEMENTS:

The Investors may renounce the Rights Entitlements, credited to their respective demat accounts, either in full or in part (a) by using the secondary market platform of the Stock Exchange; or (b) through an off-market transfer. during the Renunciation Period. Such renunciation shall result in renouncement of the Rights Equity Shares. The Investors should have the demat Rights Entitlements credited/lying in his/her own demat account prior to the renunciation. The trades through On Market Renunciation and Off Market Renunciation will be settled by transferring the Rights Entitlements through the depository mechanism.

Investors may be subject to adverse foreign, state or local tax or legal consequences as a result of trading in the Rights Entitlements. Investors who intend to trade in the Rights Entitlements should consult their tax advisor or stock broker regarding any cost, applicable taxes, charges and expenses (including brokerage) that may be levied for trading in Rights Entitlements. OUR COMPANY ACCEPT NO RESPONSIBILITY TO BEAR OR PAY ANY COST. APPLICABLE TAXES. CHARGES. AND

EXPENSES (INCLUDING BROKERAGE). AND SUCH COSTS WILL BE INCURRED SOLELY BY THE INVESTORS. PLEASE NOTE THAT THE RIGHTS ENTITLEMENTS WHICH ARE NEITHER RENOLINCED NOR SUBSCRIBED BY THE INVESTORS ON OR BEFORE THE ISSUE CLOSING DATE SHALL LAPSE AND SHALL BE EXTINGUISHED AFTER THE ISSUE CLOSING DATE.

On Market Renunciation

The Investors may renounce the Rights Entitlements, credited to their respective demat accounts by trading/selling them on the secondary market platform of the Stock Exchange through a registered stock broker in the same manner as the existing Equity Shares of our Company.

In this regard, in terms of provisions of the SEBI (ICDR) Regulations and the SEBI Rights Issue Circulars, the Rights Entitlements credited to the respective demat accounts of the Eligible Equity Shareholders shall be admitted for trading on the Stock Exchange under the ISIN that shall be allotted for the Rights Entitlement subject to requisite approvals. The details for trading in Rights Entitlements will be as specified by the Stock Exchange from time to time. The Rights Entitlements are tradable in dematerialized form only. The market lot for trading of Rights Entitlements is 100 Shares. To clarify further, fractional entitlements are not eligible for trading.

The On Market Renunciation shall take place only during the Renunciation Period for On Market Renunciation, i.e. from November 04, 2024 to November 18, 2024 (both days inclusive).

The Investors holding the Rights Entitlements who desire to sell their Rights Entitlements will have to do so through their registered stock brokers by quoting the ISIN INEOONI20015 (for Rights Entitlement) that shall be allotted for the Rights Entitlement and indicating the details of the Rights Entitlements they intend to sell. The Investors can place order for sale of Rights Entitlements only to the extent of Rights Entitlements available in their demat account. The On Market Renunciation shall take place electronically on secondary market platform of NSE under automatic order matching mechanism and on 'T+2 rolling settlement bases, where 'T' refers to the date of trading. The transactions will be settled on trade-for-trade basis. Upon execution of the order, the stock broker will issue a contract note in accordance with the requirements of the Stock Exchange and the SEBI.

The Investors may renounce the Rights Entitlements, credited to their respective demat accounts by way of an offmarket transfer through a depository participant. The Rights Entitlements can be transferred in dematerialized form only.

Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is completed in such a manner that the Rights Entitlements are credited to the demat account of the Renouncees on or prior to the

Issue Closing Date. The Investors holding the Rights Entitlements who desire to transfer their Rights Entitlements will have to do so through their depository participant by issuing a delivery instruction slip quoting the ISIN (for Rights Entitlement) that shall be allotted for the Rights Entitlement, the details of the buyer and the details of the Rights Entitlements they intend to transfer. The buyer of the Rights Entitlements (unless already having given a standing receipt instruction) has to issue a receipt instruction slip to their depository participant. The Investors can transfer Rights Entitlements only to the extent of Rights Entitlements available in their demat account.

The instructions for transfer of Rights Entitlements can be issued during the working hours of the depository participants. The detailed rules for transfer of Rights Entitlements through off-market transfer shall be as specified by the NSDL and CDSL from time to time.

LISTING AND TRADING OF THE RIGHTS EQUITY SHARES TO BE ISSUED PURSUANT TO THE ISSUE: The existing Equity Shares are listed and traded on Emerge platform of NSE bearing Scrip Symbol 'UCL' under ISIN

'INEOONIO1015. The Rights Equity shall be credited to temporary ISIN which will be frozen until the receipt of the final listing/ trading approvals from the Stock Exchange. Upon receipt of such listing and trading approvals, the Rights Equity Shares shall be debited from such temporary ISIN and credited to the existing ISIN as fully paid-up equity share of our company. Our Company has received in-principle approval from the NSE through letter bearing reference number © NSE/LIST/C/2024/0463 dated April 24, 2024.

DISCLAIMER CLAUSE OF NSE (DESIGNATED STOCK EXCHANGE):

It is to be distinctly understood that the permission given by NSE should not in any way be deemed or construed that the letter of offer has been cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the Letter of Offer. The Investors are advised to refer to the Letter of Offer for the full text of the "Disclaimer Clause of NSE" on page 90 of the Letter of Offer.

BANKER TO THE ISSUE AND REFUND BANK: Axis Bank Limited

FOR RISK FACTORS AND OTHER DETAILS, KINDLY REFER TO THE LETTER OF OFFER AND ABRIGED LOF. OTHER IMPORTANT LINKS AND HELPLINE: The Investors can visit following links for the below-mentioned

a) Frequently asked questions and online/electronic dedicated investor helpdesk for guidance on the Application

- process and resolution of difficulties faced by the Investors: www.bigshareonline.com b) Updation of Indian address/ email address/ mobile number in the records maintained by the Registrar or our
- Company: www.bigshareonline.com c) Updation of demat account details by Eligible Equity Shareholders holding shares in physical form:
- d) Request Letter to be sent by the non-resident Eligible Equity Shareholders to the Registrar at their email id: rightsissue@bigshareonline.com for updating their Indian address. The Request Letter should be accompanied by their PAN card and Address proof. Kindly note that the non-resident Equity Shareholders who do not have an Indian address are no eligible to apply for this Issue.

REGISTRAR TO THE ISSUE Bigshare Services Private Limited



www.bigshareonline.com

Tele.: +91-022-62638200 | **Fax:** +91-022-62638299 | **Email:** rightsissue@bigshareonline.com **Investor Grievance**: investor@bigshareonline.com | **Website**: www.bigshareonline.com Contact person: Mr. Surai Gupta | SEBI Registration No: INR000001385 COMPANY SECRATARY AND COMPLIANCE OFFICER

Ms. Vishakha Tanwar. 88/8 GIDC, Phase I, Vatva, Ahmedabad- 382445, Gujarat, India.



Telephone: 079-25833315; Investors may contact the Registrar to the issue or the Company Secretary and Compliance Officer for any pre-

issue/post issue related matters. All grievances relating to the ASBA process may be addressed to the Registral to the issue, with a copy to the SCSB, giving full details such as name and address of the applicant, number of Equity Shares applied for, ASBA Account number and the Designated Branch of the SCSB where the CAF, or the plain paper application, as the case may be, was submitted by the ASBA.

> For USHANTI COLOUR CHEM LIMITED Ms. Vishakha Tanwar

Date: October 30, 2024 Company Secretary and Compliance Officer Place: Ahmedabad Our Company is proposing, subject to requisite approvals, market conditions and other considerations, to issue

Equity Shares on a rights basis and has filed a Letter of Offer with the SEBI and NSE. The LOF shall be available on website of SEBI at www.sebi.gov.in; the website of NSE at www.nseindia.com; the website of the Company at www.ushanti.com. Investors should note that investment in equity shares involve a degree of risk and for details relating to the same, please see the section entitled "Risk Factors" beginning on page 20 of the LOF. This announcement has been prepared for publication in India and may not be released in the United States. The announcement does not constitute an offer of Equity Shares for sale in any jurisdiction, including the United States and any Equity Shares described in this announcement may not be offered or sold in the United States. financialexp.epapr.in

SELAN CIN: L74899HR1985PLC113196 Regd. Office: Unit No. 455-457, 4th Floor, JMD Megapolis, Sector-48, Sohna Road, Gurgaon, Haryana-122018 E-mail: investors@selanoil.com; Tele Fax No.: 0124- 4200326

Website: www.selanoil.com Extract of Unaudited Financial Results for the Period Ended 30th September, 2024

SELAN EXPLORATION TECHNOLOGY LIMITED

PARTICULARS (₹ in Lakhs)	3	Quarter Ended 0 th Sep, 2024	Quarter Ended 30 th Sep, 2023	Six Months Ended 30 th Sep, 2024	Six Months Ended 30 th Sep, 2023
	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)
1. Total Income from Operations (net)		6,892	3,919	13,238	6,731
2. Net Profit / (Loss) from ordinary acti after tax	vities	2,136	942	3,955	1,446
3. Net Profit / (Loss) for the period after (after Extraordinary items)	er tax	2,136	942	3,955	1,446
4. Total Comprehensive Income (after	ax)	2,091	937	3,910	1,427
5. Equity Share Capital (face value ₹10,	′-)	1,520	1,520	1,520	1,520
6. Reserves (excluding Revaluation Res shown in the Balance Sheet of previous					
7. Earnings Per Share (before & after extraordinary items) of ₹10/- each Basic:		14.05	6.20	26.02	9.51
Diluted :		13.94	6.20	25.85	9.51

Place: Gurgaon

Date: 29th October, 2024

The above is an extract of the detailed format of Quarterly Financial Results filed with the Stock Exchanges under Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015. The full format of the Quarterly Financial Results is available on the stock exchange website: www.nseindia.com and www.bseindia.com and on the Company's website: www.selanoil.com. for SELAN EXPLORATION TECHNOLOGY LIMITED

Suniti Kumar Bhat

(Rs. in Lakhs)

Chairman www.selanoil.com DIN: 08237399

MOTISONS JEWELLERS LIMITED

Registered Office: 270, 271, 272 & 76, John Bazar, Jaipur Corporate Office: SB-110, Motisons Tower, Lalkothi, Tonk Road, Jaipur Tel No. +91-0141-4160000 Email: motisons@gmail.com | Website: www.motisonsjewellers.com | CIN: L36911RJ2011PLC035122

Extract of Statement of Unaudited Financial Results for the Quarter & Half Year Ended 30th September, 2024

S.	Particulars	Quarter Ended	Quarter Ended	Quarter Ended	Half Year Ended	Half Year Ended	Year Ended
***		30-09-2024	30-06-2024	30-09-2023	30.09.2024	30.09.2023	31-03-2024
		Unaudited	Unaudited	Unaudited	Unaudited	Unaudited	Audited
1	Total Income from operations	10,953.00	8,907.58	9,015.10	19,860.58	17,691.36	41,717.65
2	Net Profit/(Loss) for the period (before tax, exceptional and/or extraordinary items)	1,521.09	848.87	781.10	2,369.96	1516.89	4483.84
3	Net Profit/(Loss) for the period before tax (after exceptional and/or extraordinary items)	1521.09	848.87	693.58	2,369.96	1,429.37	4,454,96
4	Net Profit/(Loss) for the period after tax (after exceptional and/or extraordinary items)	1,039.55	633.20	518.28	1672.75	1,066.04	3223,11
5	Total Comprehensive Income for the period (Comprising Profit/(Loss)for the period (after tax) and other comprehensive income (after tax)	1,040,27	625.15	524.33	1,665.42	1,073.03	3,220,33
6	Equity Share Capital	9,844.60	9,844.60	6,497.50	9,844.60	6,497.50	9,844.60
7	Reserves (excluding Revaluation Reserve) as shown in the Audited Balance Sheet of the previous year						22,969.83
8	Earnings per Equity Share (of Face Value Rs. 10 each) (for continuing and discontinued operations) -	1,06	0.64	0.80	1:70	1.64	4.30
	(1) Basic (2) Diluted	1.06	0.64	0.80	1.70	1.64	4.30

Note:

1 The above financial results for the quarter and half year ended 30th Sept., '24 have been prepared by the Company in accordance with regulation 33 of SEBI (Listing Obligation & Disclosure Requirements) Regulations 2015 (as amended) and were reviewed and recommended by the Audit Committee of the Board and thereafter were approved and taken on record by the board of directors in their meeting held on 29th October, '24 A limited review of the above results has been carried out by the statutory auditors of the company. The full format of the financial results for the quarter and half year ended 30th September, 2024 is available on Company's website (www.motisonsjewellers.com) and on Stock Exchange's website viz. www.bseindia.com and www.nseindia.com.

2 Previous Year's /period's figures have been regrouped/rearranged/ restated/adjusted/rectified wherever considered necessary.

3 Basis of Preparation of the Statement and Adoption of Indian Accounting Standards. The Company has adopted Indian Accounting Standard (IND AS) specified under companies (Indian) Accounting Standard Rules, 2015 [as amended] prescribed under section 133 of the companies act, 2013.

> For and on behalf of the Board of Directors Motisons Jewellers Limited

Date: 29/10/2024 Place: Jaipur

Sandeep Chhabra Chairman & Whole-Time Director DIN: 00120838



Guiarat Pipavav Port Limited

CIN: L63010GJ1992PLC018106

Regd. Office: Pipavav Port, At Post Rampara-2 via Rajula, Dist. Amreli Gujarat 365 560 Tel: 02794 242400; Fax: 02794 242413

Website: www.pipavav.com

Email: investorrelationinppv@apmterminals.com

NOTICE

TRANSFER OF EQUITY SHARES OF THE COMPANY TO INVESTOR EDUCATION **AND PROTECTION FUND (IEPF)** Shareholders are hereby informed that pursuant to provisions of Sections 124 and 125 of the

Companies Act, 2013, read with the Investor Education and Protection Fund Authority (Accounting, Audit, Transfer and Refund) Rules, 2016 ("the Rules"), the interim dividend declared for the financial year 2017-18 which shall remain unclaimed or unpaid for a period of seven years, and also the shares in respect of which the dividends are unclaimed/unpaid for seven consecutive years (starting from the dividend for the financial year 2017-18 or more, will be transferred to the IEPF by December 30, 2024 as per the procedure set out in the Rules.

However, no such shares shall be transferred to IEPF where to the knowledge of the Company there is specific order of Court/Tribunal/statutory authority restraining any transfer of such shares or payment of dividend or where the shares are hypothecated/pledged under the Depositories Act, 1996.

In compliance with the Rules, the Company has informed about the share transfer as above individually to the shareholders/investors whose share/s are liable to be transferred to IEPF ("Concerned Shareholders"). The shareholders/investors may refer the prescribed details in this relation on Company's website https://www.apmterminals.com/en/pipavav/investors/unclaimed-div-

The concerned shareholders, holding shares in physical form and whose shares are liable to be transferred to Demat Account of the IEPF Authority, may note that the Company would be issuing new share certificates in lieu of the original share certificates held by them and upon issue of such new share certificates the Company shall inform the depository by way of corporate action to convert the share certificates into Demat form and transfer in favour of IEPF. The original share certificates registered in the name of the original shareholder shall stand automatically cancelled and be deemed non-negotiable.

For the shares held in dematerialized form, the Company shall inform the depository by

way of corporate action for transfer of those shares to IEPF. Shareholders are requested to claim their interim dividend amount for the financial year

2017-18 and thereafter, before they are transferred to IEPF.

The Concerned Shareholders are requested to claim their dividends on or before November 30, 2024, failing which the Company shall transfer their shares and the interim dividend for the financial year 2017-18 to IEPF by December 30, 2024.

Please note that no claim shall lie against the Company in respect of the unclaimed dividends and the shares transferred to IEPF. The shareholders/investors can claim the dividend and shares transferred to IEPF from the IEPF authorities by following the procedure prescribed in the Rules.

For any queries on the above matter, shareholders are requested to contact the Company's

Registrar and Transfer Agents KFin Technologies Limited Selenium Tower B, Plot 31-32,

Financial District, Nanakramguda, Serilingampally Mandal, Hyderabad 500 032 e-mail: einward.ris@kfintech.com or the Company's contact details mentioned herein above. For **GUJARAT PIPAVAV PORT LIMITED**

> Manish Agnihotri **Company Secretary**

Date: 28th October 2024 garima advt.

New Delhi

Place: Mumbai

जनसता



हिंदुजा हाउसिंग फाईनेंस लिमिटेड क्षेप्रिट कार्यालयः नं. 167-169, ब्रितीय तल, अन्ना सलाई, सैदापेट, चेन्नई-600015, क्षाः auction@hindujahousingfinance.com तीसरी पंजिल, आरएस टावर, सेक्टर-1, मंगल पांडे नगर, डॉ. विवेक जैन क्लिनिक के पास, मेरठ-250004

आरएलएग-ब्रजेश अवस्थी-9918301885, आरआरएग - श्री पुष्कर अवस्थी-9453043399, सीएलएग-वर्त्ल पंडित - 9627074548, सीआरएग - जनेश्वर प्रसाद-9917778324

सांकेतिक कब्जा सूचना

जबकि अधोहस्ताक्षरी ने वित्तीय परिसपत्तियों के प्रतिभूतिकरण एवं पुनर्निर्माण तथा प्रति भूति हित अधिनियम के प्रवर्तन के अधीन **हिंदुजा** हाउसिंग फाईनेंस लिमिटेड, का प्राधिकृत अधिकारी होने तथा प्रतिभूति हित (प्रवर्तन) नियमायली 2002 (2002 का नं. 3) के नियम के साथ पडित धारा 13(12) के अधीन प्रदत शक्तियों के अंतर्गत निम्नलिखित कर्जदारों (तदीपरान्त कर्जदार एवं गारंटरों को संयुक्त रूप से "कर्जदार" कहा गया है) को निम्नांकित दिनांको को मांग नोटिस जारी किया था जिसमें उल्लेखित राशि प्रत्येक खाते के आगे वर्णित है उक्त सचना की तिथि से 60 दिनों के अंदर भगतान करने को कहा गया था।

कर्जदार जक्त राशि का भूगतान करने में असफल हो गये हैं, इसलिए एतदहारा कर्जदार और गारटर तथा आम जनता की सूचित किया जाता है कि अधोहस्ताक्षरी ने इसमें नीचे वर्णित संपत्ति का कब्जा, उक्त अधिनियम की धारा 13(4), उक्त नियमों के नियम 8 के साथ पठित के अधीन उन्हें प्रदत्त शक्तियों के इस्तेमाल के अन्तर्गत सम्पत्ति का कब्जा नीचे प्रत्येक खाते के सामने अंकित के अनुसार लिया है।

更.	र आकर्षित किया जाता है। कर्जदार / गारन्टर के नाम	मांग सूचना की तारीख	बकाया राशि	अचल सम्पतियों का विवरण
सं.	एवं पता आवेदन नं, UP/KNP/MRUT/A000001335 गौरव गोयल और मेघा गोयल, दोनों: 345, तालाब वाला क्षेत्र इंद्रा झालोनी मुजफ्फरनगर – 251001	कब्बा सूचना की तिथि 26-03-2024 24/10/2024 सांकेतिक	र 16,54,673/- दिनांक 10.03.2024 तक प्लस ब्याज इत्यादि	रिहायशी मकान नं. 345, क्षेत्रफल 75 वर्ग गुज या 62.70 मी., खसरा नं. 247 से मिलकर बना मोहल्ला इंद्रा कॉलें मुजफ्फरनगर में स्थित, चीतदीः पूरव में- 15'/व्रज सिंह मकान, पश्चिम में - 15'/15' चीही सहक, उत्तर में 45'/विजेंद्र का प्लॉट, दक्षिण में - 45'/वीमन का प्लॉट
2	आवेदन नं. UP/KNP/MRUT/A000006712 मुकेश कुमार (मृतक) और कमलेश, दोनोः अखलोर मुजपकरनगर - 251002	03-10-2023 24/10/2024 सांकेतिक	₹ 15,69,745/- दिनांक 19.09.2023 तक प्लस ब्याज इत्यादि	क्षेत्रफल 33.44 वर्ग भी., खसरा सं. 255६२ में रिहायशी मन मोहल्ला रामपुरी उत्तर सेक्टर-4 रकवा गांव शाहबुद्दीन (बहार हदूव) परगना और तहसील सदर जिला मुजजफरन चौडदी: पूरव में - अन्य व्यक्ति का फॉट/साइंड माप 23.5 पश्चिम में - रास्ता 15' थीड़ा/साइंड माप 25.5", उत्तर में श्री धनपाल का जॉट/साइंड माप 31.5", दक्षिण में - औं सिंड के मालिक/साइंड माप 43.5"
3	आवेदन नं. UP/KNP/MRUT/A000000209 & UP/KNP/MRUT/A000000746 & CO/CPC/CPOF/A000001899 सरफरान, शाहनवान और मेहरून निशा, दोनों: मकान नं. 708/2ए, खालापार-8, मृजफ्फरनगर - 251002	28-03-2024 24/10/2024 सांकेतिक	₹ 15,81,381/- दिनांक 10.03.2024 तक फ्लस ब्याज इत्यादि	मकान नगर पालिका सं. 708/2ए, क्षेत्रफल 103.664 मी., खसरा संख्या 2179 का भाग, मोहल्ला खालापार पर तहसील एवं जिला मुजफ्फरनगर में स्थित, चीहडी: पूरव में सड़क 15 फीट चीड़ी, पश्चिम में - जबूर अहमद का मक उत्तर में - गली 7 फीट चीड़ी, दक्षिण में - जफर हुसैन मकान
4	आवेदन नं. UP/KNP/MRUT/A000000153 सुनील त्यागी, मकान नं. आर/408, एकता स्कूल के पास, आदश कॉलोनी मुजफ्फरनगर-251001 नीलम, आदर्श कॉलोनी निवर एकता प्रार्थनारी स्कूल मुजफ्फरनगर, आदर्श कॉलोनी	31-01-2024 24/10/2024 सांकेतिक	₹ 30,80,055/- दिनांक 17.10.2023 तक प्लस ब्याज इत्यादि	आवासीय प्लॉट जिसका क्षेत्रफल 200 वर्ग गण अर्थात 167. वर्ग मी., ब्राम सरवत, परगना और तहसील और वि मुजफ्फरनगर में स्थित, चीहरी। पूरव में – प्लॉट सं. व पश्चिम में – सहक 18 फीट चीड़ी, उत्तर में – आर विधाधर, दक्षिण में – प्लॉट सं. 27
5	मुज्यप्रतनगर-251001 आवेदन नं. UP/KNP/MRUT/A000001049 संजय कश्यप और रीना देवी, दोनी: 165/4 पुरानी आवकारी मुजयफरनगर- 251002, आयुष कश्यप, पुरानी आवकारी मुजयफरनगर- 251002	26-03-2024 24/10/2024 सांकेतिक	₹ 9,03,277/- दिनांक 10-03-2024 तक प्लस ब्याज इत्यादि	सेत्रफल 43.47 वर्ग मी., आवासीय मकान AR0000300276 (झउस टैक्स के अनुसार) मोहर आबकारी मुजफ्फरनगर परगना और तहसील सदर जिला में में स्थित, चीडदी: पूरव में - गली 9' चीड़ी, पश्चिम में - नाला, कीमती विमला देवी का मकान, दक्षिण में - श्री प्रकाश खेत
6	आवेदन मं. UP/KNP/MRUT/A000000298 रिफाक्त अली और नरगिस, दोनो मकान नं. 2631 जाकिर हुसैन कोलोनी हापुड रोड मेरठ- 250002	26-03-2024 26/10/2024 सांकेतिक	₹ 12,15,261/- दिनांक 10-03-2024 तक प्लस ब्याज इत्यादि	आवासीय प्लॉट, सेक्फल 100 वर्ग गण अर्थात 83.61 वर्ग , मिंजुमला खसरा सं. 3602 से संबंधित, जाकिर हु कॉलोनी, परगना तहसील और जिला मेरठ में स्थित, चीठ पुरव में - 18 फीट उसके वाद शी रईस का मकान, पश्चिम - 18 फीट उसके बाद रास्ता 16 फीट चीड़ा, 50 फीट उस काद अफसर का मकान, दक्षिण में - 50 फीट/सम्मो का मक
7	आवेदन नं. UP/KNP/MRUT/A000001141 & CO/CPC/CPOF/A000001472 चांद बीर और अरुणा देवी, दोनों: 194, प्रेमपुरी, मुजफ्रसरनगर-251002	28-03-2024 24/10/2024 सांकेतिक	र 20,51,796/- दिनांक 10-03-2024 तक प्लस ब्याज इत्यादि	मकान नगर पालिका परिषद पुराना नं. 207/3 और नया 60067, वेत्रफल 100 वर्ग गज, मोहल्ला हर्षवर्षन कॉलो परगना तहसील और जिला मुजफ्फरनगर में स्थित, चीठ पुरव में – वीमती सरीज पत्नी ईश्वर का खीट, पश्चिम में रास्ता 20 फीट बीड़ा, रास्ता नाला पटरी, बंबिण में – रामश का न्तांट
8	आवेदन नं. UP/KNP/MRUT/A000001263 अक्षोक शर्मा और मोना रानी, दोनों: 2सी, 254 माधव पुरम मेरट-250002	26-03-2024 26/10/2024 सांकेतिक	₹ 13,20,018/- दिनांक 10-03-2024 तक प्लस ब्याज इत्यादि	अध्यासीय मकान पुराना नं. 115% और नया नं. 1237, वर्ग गज या 41.80 वर्ग मीटर, मोहल्ला इंद्र नगर मेरट स्थित, चीहही: पूरव में - रास्ता 12 फोट चीड़ा, पश्चिम में पूनम रानी का मकान, विनोद का मकान, दक्षिण में - दा साहब का मकान
9	आवेदन नं. UP/KNP/MRUT/A000000979 कविंद्र कुमार, खसरा नं. 151 पर मकान, लींची वाला बाग गांव अलमासपुर परगना और तासील मुजफ्फरनगर- 251306 सोनिया देवी, ए टू जेड रोड अलमासपुर गांव लींची वाला बाग मुजफ्फर नगर-251002	06-05-2024 24/10/2024 सांकेतिक	र 10,53,295/- दिनांक 06-04-2024 तक प्लस ब्याज इत्यादि	क्षेत्रफल 82.764 वर्ग मी., खसरा सं. 151 में आवासीय प नं. 10, गाँव अलमासपुर (बहार हदूद) परगना और तहर और जिला मुजफ्फरनगर में स्थित, वीहदी: पूरव में - 49' ह त्री अक्षत्र का मफान, पांश्वम में - 49' ह'/ श्री नरेंद्र का प और अल्य व्यक्ति का मकान, 18'/रास्ता 20' चौड़ा, विश्वप - 18'/ रास्ता 15' चौड़ा
10	आवेदन नं. UP/KNP/MRUT/A000001194 ऑकेत डींगरा, सोमपाल और सोमा देवी, समी: 358 पीएल शर्मा रोड मेरट- 250001	06-05-2024 23/10/2024 सांकेतिक	र 23,82,472/- दिनांक 06.04.2024 तक प्लस ब्याज इत्यादि	प्लॉट मं. 267-सी के हिस्से पर निर्मित आवासीय मक जिसका क्षेत्रफल 94.75 वर्ग गज वा 79.22 वर्ग मी., ख मं. 7 से मिलकर बना, ईशापुरम कॉलोनी रेदेन्यू गांव क बक्सर परगना, तहसील और जिला मेरठ में स्थित, चीह पूरव में - 28'/ 20' चीड़ी सड़क, पश्चिम में - 30' 6'/ चीड़ी सड़क, 58'/बीड़ी सड़क, दक्षिण में - 58' 8'/बीड़ के प्लॉट नं. सी-267 वर डिस्सा
11	आवेदन नं. UP/KNP/MRUT/A000000476 अमित, ज्ञान बंद और कमला देवी, सभीः 1257/2 न्यू अशोकपुरी कांकेरखेडा मेरठ-250001	26-03-2024 23/10/2024 सांकेतिक	₹ 6,17,540/- दिनांक 10-03-2024 तक फास ब्याज इत्यादि	आवासीय प्लॉट, जिसका क्षेत्रफल 41.58 वर्ग गज या 49. वर्ग भी., जिसमें खसरा नं. 1341 और 1342 शामिल नंगताताशी कसमपुर, परगना, तहसील और जिला मेरट स्थित, चीतदी: पूरव में - 14.95 पीट/प्रथम पक्ष की संप पश्चिम में - 15 फीट 6 इंच/रास्ता 14 कीट चौड़ा, 29 फी इंच/र्राव कुमार का प्लॉट, दिंघण में - 29 फीट 4 इंच/ थीं राजरानी की संपत्ति
12	आवेदन नं. UP/KNP/MRUT/A000001175 प्रमोद कुमार, मकान नं. 59, ग्राम अटीरा मवाना रोड प्रगना एवं तहसील मवाना जिला मेरठ- 250401 रजनी, ग्राम अटीरा मवाना रोड प्रगना एवं तहसील मवाना जिला मेरठ-250401 मोहित कुमार, मकान नं. 59, ग्राम अटीरा मवाना रोड प्रगना एवं तहसील मवाना जिला मेरठ-250401	26-03-2024 23/10/2024 सांकेतिक	₹ 9,82,328/- दिनांक 10-03-2024 तक प्लस ब्याज इत्यादि	सकान प्रा. नं. 59 जिसका क्षेत्रफल 125.50 वर्ष गज जे अटौरा गाँव, परगना हस्तिनापुर, तहसील मवाना जिला मेरर स्थित, चीरही: पूरव में - सस्ता आम, पश्चिम में - वीरेंड अन्य की भूमि, अर्जुन सिंह का मकान, दक्षिण में - वमन । का मकान
13	The state of the s	26-03-2024 24/10/2024 सांकेतिक	र 9,43,384/- दिनांक 10-03-2024 तक प्लस ब्याज इत्यादि	आवासीय मकान सं. 140/2, 35.55 वर्ग मीटर, मोह कृष्णापुरी मुख्यफरनगर, परगना, तहसील और वि मुजफ्फरनगर में स्थित, चीहदी: पूरव में - 8.23'/न पश्चिम में - 8.23'/ संपत्ति अन्य, उत्तर में - 4.32'/ न सिंह की संपत्ति, दक्षिण में - 4.32'/ गली
14	आवेदन नं. UP/KNP/MRUT/A000000767 अंकित कुमार, मनीष कुमार और सुनीता देवी, दोनों: 330/1 शेरगरी, शास्त्री नगर, मेरठ- 250004	26-03-2024 23/10/2024 सांकेतिक	रू 8,74,957/- दिनांक 10-03-2024 तक प्लस ब्याज इत्यादि	भूमि का प्लॉट, जिसका क्षेत्रफल 33.44 वर्ग मी. या 40 गज, खसरा सं. 6312 से मिलकर, शेरगढ़ी, परमना, तहर और जिला मेरठ में स्थित, चीहड़ी: पूरव में - 25 फीट 6 इंच बृजपाल और अन्य का मकान, पश्चिम में - 25 फीट 6 इंच बृजपाल और अन्य का मकान, उत्तर में - 14 फीट 11 इंच सस्ता 10 फीट चीड़ा, वक्षिण में - 14 फीट 11 इंच /राम ह
15	आवेदन नं. UP/KNP/MRUT/A000001357 अंकुश कुमार, सरला और राजपाल, सभी: अमित विद्यार, कुकरा, मुजपकरनगर - 251001	26-03-2024 24/10/2024 सांकेतिक	र 6,70,402/- दिनांक 10-03-2024 तक प्लस ब्याज इत्यादि	शेतफल 52.38 वर्ग मी., प्राम कुकरा बहार हादूद, के ख संख्या 446/1 में प्लॉट, परगना, तहसील और वि
16	आवेदन नं. UP/KNP/MRUT/A000001195 प्रवीण शर्मा, सागर शर्मा और बबीता शर्मा, सभीः बरात परतापुर विस्ती रोड मेरट- 250103	26-03-2024 23/10/2024 सांकेतिक	₹ 10,37,401/- दिनांक	आवासीय प्लॉट, जिसका क्षेत्रफल 100.33 वर्ग गज या 83 वर्ग मी. जिसमें खसरा सं. 514 शामिल, जो बराल परत गांव, परगना, तहसील और जिला मेरठ में स्थित, जिल चौत्रदी: पुरब में - 42 फीट/चरण सिंह का प्लॉट, पश्चिम 42 फीट/राम किशन का प्लॉट, उत्तर में - 21 फीट/रास्ता फीट चौड़ा, दक्षिण में - 21 फीट/विकेता की संपत्ति
17	आवेदन में. UP/KNP/MRUT/A000001365 आकाश, बबली और स्वाति वर्मा, सभीः 612/15 कुण्णापुरी मुजयन्द्रस्तगर-251002	26-03-2024 24/10/2024 सांकेतिक	₹ 7.77,040/- दिनांक 10-03-2024 तक फ्लस ब्याज इत्यादि	मकान नगर पालिका परिषद सं. 612/15, जिसका क्षेत्र 40 वर्ष गज, मोठल्ला शिव मंदिर कॉलोनी आव मुजफ्फरनगर सिटी की लिमिट के अंतर्गत, बोहही: पूरव प 12 फीट/अंतर सिंह का लॉट, पश्चिम में - 12 फीट/अं रास्ता, उत्तर में - 30 फीट/कांना का लॉट, बंक्षिण में - फीट/देशकरण का प्लॉट
18	आवेदन नं. UP/KNP/MRUT/A000001229 & CO/CPC/CPOF/A000001767 गौरव, कुसुम देवी और सुजाता, सभीः खानूपुर मंसूरपूर, मुजण्करनगर-251203	28-03-2024 24/10/2024 सांकेतिक	र 7,87,523/- दिनांक 10-03-2024 तक प्लस ब्याज इत्यादि	प्लॉट नं. 66, जिसका क्षेत्रफल 105.5 वर्ग गज या 88.24 मी., खान्नोपुर, परगना खतीली, तहसील जानसठ और जि मुजफ्फरनगर में स्थित, चीहड़ी: पूरव में - 19 फीट/रास्ता फीट चीड़ा, पश्चिम में - 19 फीट/लीट नं. 64, उत्तर में - फीट / प्लॉट नं. 66 का शेप माग, दक्षिण में - 50फीट/प नं. 67
19	आवेदन नं.	28-03-2024	₹ 14,06,474/-	श्रेत्रफल 203.33 वर्ग गज, खसरा सं. 1316/1 में आवा

This advertisement is for information purposes only and not for publication, distribution, or release directly or indirectly outside India. This is not an announcement for the offer document. All capitalized terms used herein and not confined herein shall have the meaning assigned to them in the Letter of Offer dated October 14, 2024 (the "Letter of Offer" or "LOF") filed with the SME Platform of National Stock Exchange of India Limited ("NSE") ("NSE-Emerge"). and the Securities and Exchange Board of India ("SEBI") for information and dissemination on the SEBI's website pursuant to the proviso to Regulation 3 of the Securities Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018 ("SEBI (ICDR) Regulations").

USHANTI COLOUR CHEM LIMITED

Corporate Identification Number: L24231GJ1993PLC019444

Our Company was incorporated under the provisions of Companies Act, 1956 as 'Ushanti Colour Chem Private Limited' in Gujarat vide Certificate of Incorporation issued by Registrar of Companies, Gujarat, Dadra and Nagar Haveli, on May 12, 1993. Consequently, it was converted into a public limited company pursuant to special resolution passed at Extra-ordinary General Meeting of our Company held on February 19, 2018 and the name of our Company was changed to 'Ushanti Colour Chem Limited' and a fresh certificate of incorporation consequent upon Conversion of Private Limited to Public Limited dated March 07, 2018 was issued by Registrar of Companies. Ahmedabad. The Corporate Identification Number of our Company is U24231GJ1993PLC019444.

> Registered Office: 88/8 GIDC, Phase I, Vatva, Ahmedabad- 382445, Gujarat, India • Tel. No.: 079-25833315; • Fax No.: Not Available • Contact Person: Ms. Vishakha Tanwar. Company Secretary and Compliance Officer • Email: admin@ushanti.com: • Website: www.ushanti.com

PROMOTERS OF OUR COMPANY MR. MAUNAL SHANTILAL GANDHI AND MR. MINKU SHANTILAL

ISSUE OF UPTO 5,35,085 EQUITY SHARES WITH A FACE VALUE OF ₹ 10 EACH ("RIGHTS EQUITY SHARES") OF OUR COMPANY FOR CASH AT A PRICE OF ₹ 55 EACH INCLUDING A SHARE PREMIUM OF ₹ 45 (RUPEE FORTY-FIVE ONLY) PER RIGHT EQUITY SHARE ("ISSUE PRICE") FOR AN AGGREGATE AMOUNT OF UPTO ₹ 294.30 LACS ON A RIGHTS BASIS TO THE ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY IN THE RATIO OF 05 RIGHTS EQUITY SHARES FOR EVERY 100 FULLY PAID-UP EQUITY SHARES HELD BY THE ELIGIBLE EQUITY SHAREHOLDERS ON THE RECORD DATE, THAT IS ON OCTOBER 11 2024 (THE "ISSUE"). THE ISSUE PRICE FOR THE RIGHTS EQUITY SHARES 5.5 TIMES THE FACE VALUE OF THE EQUITY SHARES. FOR FURTHER DETAILS, SEE "TERMS OF THE ISSUE" ON PAGE 95 OF THIS LETTER OF OFFER.

ISSUE **PROGRAMME**

ISSUE OPENS ON NOVEMBER 04, 2024 LAST DATE FOR ON MARKET RENUNCIATION* **NOVEMBER 18, 2024**

ISSUE CLOSES ON# **NOVEMBER 25, 2024**

*Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is completed in such a manner that the Rights Entitlements are credited to the demat account of the Renouncees on or prior to the Issue Closing Date.

Our Board or a duly authorized thereof will have the right to extend the Issue Period as it may determine from time to time, not exceeding 30 (thirty) days from the Issue Opening Date. Further, no withdrawal of Application shall be permitted by any Applicant after the Issue Closing Date.

Simple, Safe, Smart way of Application- Make use of it!!! *Application Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account, investors can avail the same. For further details check section on ASBA below.

In accordance with Regulation 76 of the SEBI (ICDR) Regulations, SEBI Circulars no. SEBI/CFD/DIL/ASBA/1/ 2009/30/12 dated Decedmber 30, 2009, CIR/CFD/DIL/1/2011 dated April 29, 2011 and SEBI/HO/CFD/DIL2/CIR/ P/2020/13 dated January 22, 2020 ("SEBI ASBA Circulars"), all Investors desiring to make an Application in this Issue are mandatorily required to use the ASBA process. Investors should carefully read the provisions applicable to such Applications before making their Application through ASBA. For details "Procedure for Application through the ASBA Process" on page 110 of Letter of Offer.

Please note that in accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI Rights Issue Circulars, the credit of Rights Entitlements and Allotment of Equity Shares shall be made in dematerialized form only. Accordingly, Eligible Equity Shareholders holding Equity Shares in physical form as on Record Date and desirous of subscribing to Equity Shares in this Issue are advised to furnish the details of their demat account to the Registrar or our Company at least two Working Days prior to the Issue Closing Date, to enable the credit of their Rights Entitlements in their respective demat accounts at least one day before the Issue Closing Date. They may also communicate with Registrar with the helpline number +91-022-62638200 and their email address: rightsissue@bigshareonline.com.

Prior to the issue opening date, the rights entitlement of those resident eligible equity shareholders, among others, who hold equity shares in physical form and whose demat account details are not available with our company or the registrar, shall be credited in a demat suspense escrow account opened by our company. In accordance with the SEBI Rights Issue Circulars, the eligible equity shareholders who hold equity shares in physical form as on record date and who have not furnished the details of their demat account to the registrars of our company atleast two working days prior to the issue closing date i.e., by November 21, 2024, shall not be entitled to make an application for rights equity shares against their entitlements with respect to the equity shares held in physical

PROCEDURE FOR APPLICATION:

In accordance with Regulation 76 of the SEBI (ICDR) Regulations, SEBI Rights Issue Circulars and ASBA Circulars, all Investors desiring to make an Application in this Issue are mandatorily required to use the ASBA process. Investors should carefully read the provisions applicable to such Applications before making their Application

For details, please see "Procedure for Application through the ASBA Process" on page 110 of the Letter of Offer. PROCEDURE FOR APPLICATION THROUGH THE ASBA PROCESS:

Investors desiring to make an Application in this Issue through ASBA process, may submit the Application Form to the Designated Branch of the SCSB or online/electronic Application through the website of the SCSBs (if made available by such SCSB) for authorizing such SCSB to block Application Money payable on the Application in their

Investors should ensure that they have correctly submitted the Application Form, or have otherwise provided an authorization to the SCSB, via the electronic mode, for blocking funds in the ASBA Account equivalent to the Application Money mentioned in the Application Form, as the case may be, at the time of submission of the Application.

Self-Certified Syndicate Banks

For the list of banks which have been notified by SEBI to act as SCSBs for the ASBA process, please refer to https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognised Fpi=yes&intmld=34. For details on Designated Branches of SCSBs collecting the Application Form, please refer the above-mentioned link.

Please note that subject to SCSBs complying with the requirements of SEBI Circular bearing reference number 'CIR/CFD/DIL/13/2012' dated September 25, 2012 within the periods stipulated therein, ASBA Applications may be submitted at the Designated Branches of the SCSBs, in case of Applications made through ASBA facility.

Further, in terms of the SEBI Circular CIR/CFD/DIL/1/2013 dated January 02, 2013, it is clarified that for making applications by SCSBs on their own account using ASBA facility, SCSBs should have a separate account in their own name with any other SEBI registered SCSB(s). Such account shall be used solely for the purpose of making application in the issue and clear demarcated funds should be available in such account for applications. SCSBs applying in the issue shall be responsible for ensuring that they have a separate account in their own name with any other SCSB having clear demarcated funds for applying in the issue and that such separate account shall be used as the ASBA account for the application, for ensuing compliance with the applicable Regulations

APPLICATION BY ELIGIBLE EQUITY SHAREHOLDERS HOLDING EQUITY SHARES IN PHYSICAL FORM:

Please note that in accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI Rights Issue Circular, the credit of Rights Entitlements and Allotment of Equity Shares shall be made in dematerialised form only. Accordingly, Eligible Equity Shareholders holding Equity Shares in physical form as on Record Date and desirous of subscribing to Equity Shares in this issue are advised to furnish the details of their demat account to the Registrar or our Company at least two Working Days prior to the issue Closing Date, to enable the credit of their Rights Entitlements in their respective demat accounts at least one day before the issue Closing Date.

PLEASE NOTE THAT THE ELIGIBLE EQUITY SHAREHOLDERS WHO HOLD EQUITY SHARES IN PHYSICAL FORM AS ON RECORD AND WHO HAVE NOT FURNISHED THE DETAILS OF THEIR RESPECTIVE DEMAT ACCOUNTS TO THE REGISTRAR AT LEAST TWO WORKING DAYS PRIOR TO THE ISSUE CLOSING DATE, SHALL NOT BE ELIGIBLE TO MAKE AN APPLICATION FOR RIGHTS EQUITY SHARES AGAINST THEIR RIGHTS ENTITLEMENTS

WITH RESPECT TO THE EQUITY SHARES HELD IN PHYSICAL FORM. ALLOTMENT OF THE RIGHTS EQUITY SHARES IN DEMATERIALIZED FORM:

Please note that the rights equity shares applied for in this issue can be allotted only in dematerialized form and to the same depository account in which our equity shares are held by such investor on the record date.

DISPATCH AND AVAILABILITY OF ISSUE MATERIALS: The dispatch of Abridged Letter of Offer and Rights Entitlement Letter along with the Application form has been

completed on October 23, 2024 by the Registrar to the Issue to all the Eligible Equity Shareholders of the company, whose names appeared in the Register of Members/Beneficial Owners of the company as on record date, i.e., October 11, 2024 in electronic form through e-mail on October 23, 2024 to the equity shareholders who have registered email ids and physically through speed/registered post on October 23, 2024 to the equity shareholders who have not registered email ids with us or with Registrar to the Issue. Investors can access the Letter of Offer, the Abridged Letter of Offer and the Application Form (provided the Eligible Equity Shareholders is eligible to subscribe for the Rights Equity Shares under applicable laws on the websites of (i) Our Company's website at www.ushanti.com; (ii) Registrar to the Issue's website at www.bigshareonline.com; (iii) NSE's website at

Eligible Equity Shareholders can obtain the details of their respective Rights Entitlements from the website of the Registrar to the Issue's website at www.bigshareonline.com by entering their DP-ID and Client-ID and PAN.

CREDIT OF RIGHTS ENTITLEMENTS IN DEMAT ACCOUNTS OF ELIGIBLE EQUITY SHAREHOLDERS:

In accordance with Regulation 77A of the SEBI (ICDR) Regulations read with the SEBI - Rights Issue Circular, the credit of Rights Entitlements and Allotment of Rights Equity Shares shall be made in dematerialized form only. Prior to the Issue Opening Date, our Company shall credit the Rights Entitlements to: (a) The demat accounts of the Eligible Equity Shareholders holding the Equity Shares in dematerialised form; and (b) A demat suspense escrow account opened by our Company, for the Eligible Equity Shareholders which would comprise Rights Entitlements relating to: (i) Equity Shares held in a demat suspense account pursuant to Regulation 39 of the SEBI (LODR) Regulations; or (ii) Equity Shares held in the account of IEPF authority; or (iii) The demat accounts of the Eligible Equity Shareholder which are frozen or details of which are unavailable with our Company or with the Registrar on the Record Date; or (iv) Equity Shares held by Eligible Equity Shareholders holding Equity Shares in physical form as on Record Date where details of demat accounts are not provided by Eligible Equity Shareholders to our Company or Registrar; or (v) Credit of the Rights Entitlements returned/reversed/failed; or (vi) The ownership of the Equity Shares currently under dispute, including any court proceedings, as applicable.

APPLICATION ON PLAIN PAPER UNDER ASBA PROCESS:

An Eligible Equity Shareholder who is eligible to apply under the ASBA process may make an application to subscribe to this Issue on plain paper. An Eligible Equity Shareholder shall submit the plain paper Application to the Designated Branch of the SCSB for authorizing such SCSB to block Application Money in the said bank account maintained with the same SCSB.

Applications on plain paper will not be accepted from any address outside India. Please note that the Eligible Equity Shareholders who are making the Application on plain paper shall not be entitled

to renounce their Rights Entitlements and should not utilize the Application Form for any purpose including renunciation even if it is received subsequently

PLEASE NOTE THAT APPLICATION ON PLAIN PAPER CANNOT BE SUBMITTED THROUGH ASBA FACILITY. The application on plain paper, duly signed by the Eligible Equity Shareholder including joint holders, in the same

order and as per specimen recorded with his bank, must reach the office of the Designated Branch of the SCSB before the Issue Closing Date and should contain the following particulars:

Name of our Company, being 'Ushanti Colour Chem Limited'. Name and address of the Eligible Equity Shareholder including joint holders (in the same order and as per

specimen recorded with our Company or the Depository); Registered Folio No./DP and Client ID No.;

Number of Equity Shares held as on Record Date; Allotment option – only dematerialized form;

Number of Rights Equity Shares entitled to:

0-03-2024 तक सदर जिला मुजयफरनगर में स्थित, चौडदी: पुरुष में - प्लाट

श्री अजय सिंह, दक्षिण में - मालिक श्री महेद्र सिंह

संपत्ति, जोकि ब्राम सरवत बहार हादूद परगना और तहसील

संख्या 58, पश्चिम में - रास्ता 18' चीडा, उत्तर में - मालिक

प्राधिकत अधिकारी, हिंदुजा हाउसिंग फाइनेंस लिमिटेड

UP/KNP/MRUT/A000000969 &

CO/CPC/CPOF/A000002714 &

UP/KNP/MRUT/A000001503

प्रवीण शर्मा, नीरंजना देवी, डोनोः पर्वेडा रोड,

रामवीर प्रधान वली गली, आदर्श कॉलोनी,

वक्ली शर्मा, दीनारपुर आहत सागरनपुर

निर्मल शर्मा, मकान नं. 123, देहचंद,

मृजफ्फरनगर-251001

मुजयमस्त्रमार-251001

दिनांक : 29-10-2024, स्थान : मेरठ

247769

28-03-2024

24/10/2024

सांकेतिक

प्लस ब्याज

इत्यादि

Total number of Rights Equity Shares applied for;

Number of additional Rights Equity Shares applied for, if any; Total amount paid at the rate of ₹ 55/- for Rights Equity Shares issued in one Rights Entitlement;

Details of the ASBA Account such as the account number, name, address and branch of the relevant SCSB; In case of non-resident Eligible Equity Shareholders making an application with an Indian address, details of the

NRE/FCNR/NRO Account such as the account number, name, address, branch of the SCSB with which the

account is maintained and a copy of the RBI approval obtained pursuant to Rule 7 of the FEMA Rules. Except for Applications on behalf of the Central or State Government, the residents of Sikkim and the officials appointed by the courts, PAN of the Eligible Equity Shareholder and for each Eligible Equity Shareholder in case of joint names, irrespective of the total value of the Rights Equity Shares applied for pursuant to this Issue;

Authorization to the Designated Branch of the SCSB to block an amount equivalent to the Application Money in the

Signature of the Eligible Equity Shareholder (in case of joint holders, to appear in the same sequence and order as

they appear in the records of the SCSB); and

In addition, all such Eligible Equity Shareholders are deemed to have accepted the following: "I/ We understand that neither the Rights Entitlement nor the Equity Shares have been, or will be, registered under

the United States Securities Act of 1933, as amended (the "US Securities Act") or any United States state securities laws, and may not be offered, sold, resold or otherwise transferred within the United States or to the territories or possessions thereof (the "United States") except in a transaction exempt from, or not subject to, the registration requirements of the US Securities Act. I/ we understand the offering to which this application relates is not, and under no circumstances is to be construed as, an offering of any Equity Shares or Rights Entitlement for sale in the United States, or as a solicitation therein of an offer to buy any of the said Equity Shares or Rights Entitlement in the United States. Accordingly, I/ we understand that this application should not be forwarded to or transmitted in or to the United States at any time. I/ we understand that none of the Company, the Registrar or any other person acting on behalf of the Company will accept subscriptions from any person, or the agent of any person, who appears to be, or who we, the Registrar or any other person acting on behalf of the Company has reason to believe is in the United States, or if such person is outside India and the United States, such person is not a corporate shareholder, or is ineligible to participate in the Issue under the securities laws of their jurisdiction. I/ We will not offer, sell or otherwise transfer any of the Equity Shares which may be acquired by us in any jurisdiction

or under any circumstances in which such offer or sale is not authorized or to any person to whom it is unlawful to

make such offer, sale or invitation except under circumstances that will result in compliance with any applicable

laws or regulations. We satisfy, and each account for which we are acting satisfies, all suitability standards for investors in investments of the type subscribed for herein imposed by the jurisdiction of our residence. I/ We understand and agree that the Rights Entitlement and Equity Shares may not be reoffered, resold, pledged or

otherwise transferred except in an offshore transaction in compliance with Regulation S under the US Securities Act (hereinafter referred to as 'Regulation S'), or otherwise pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the US Securities Act. I/We (i) am/are, and the person, if any, for whose account I/we am/are acquiring such Rights Entitlement, and/or the Equity Shares, is/are outside the United States, and (ii) is/are acquiring the Rights Entitlement and/or the Equity Shares in an offshore transaction meeting the requirements of Regulation S.

I/ We acknowledge that the Company, their affiliates and others will rely upon the truth and accuracy of the foregoing representations and agreements." In cases where multiple Application Forms are submitted for Applications pertaining to Rights Entitlements credited to the same demat account or in demat suspense escrow account, including cases where an Investor submits Application Forms along with a plain paper Application, such Applications shall be liable to be rejected. Investors are requested to strictly adhere to these instructions. Failure to do so could result in an application being rejected, with our Company and the Registrar not having any liability to the Investor. The plain paper Application format will be available on the website of the Registrar at www.bigshareonline.com.

Our Company and the Registrar shall not be responsible if the Applications are not uploaded by SCSB or funds are not blocked in the Investors' ASBA Accounts on or before the Issue Closing Date.

LAST DATE FOR APPLICATION:

The last date for submission of the duly filled in the Application Form or a plain paper Application is November 25, 2024 i.e., Issue Closing Date. The Board of Directors may extend the said date for such period as it may determine from time to time, subject to the Issue Period not exceeding 30 days from the Issue Opening Date (inclusive of

the Issue Opening Date). If the Application Form is not submitted with an SCSB, uploaded with the Stock Exchange and the Application Money is not blocked with the SCSB on or before the Issue Closing Date or such date as may be extended by the Board of Directors, the invitation to offer contained in this Letter of Offer shall be deemed to have been declined and

the Board of Directors shall be at liberty to dispose of the Rights Equity Shares hereby offered, as provided under

Please note that on the Issue Closing Date, (i) Applications through ASBA process will be uploaded until 5.00 p.m. (Indian Standard Time) or such extended time as permitted by the NSE,

Please ensure that the Application Form and necessary details are filled in. In place of Application number, Investors can mention the reference number of the e-mail received from Registrar informing about their Right Entitlement or last eight digits of the demat account. Alternatively, SCSBs may mention their internal reference number in place of application number.

PROCEDURE FOR RENUNCIATION OF RIGHTS ENTITLEMENTS:

the section. "Basis of Allotment" on page 121 of this Letter of Offer.

The Investors may renounce the Rights Entitlements, credited to their respective demat accounts, either in full or in part (a) by using the secondary market platform of the Stock Exchange; or (b) through an off -market transfer, during the Renunciation Period. Such renunciation shall result in renouncement of the Rights Equity Shares. The Investors should have the demat Rights Entitlements credited/lying in his/her own demat account prior to the renunciation. The trades through On Market Renunciation and Off Market Renunciation will be settled by transferring the Rights Entitlements through the depository mechanism.

Investors may be subject to adverse foreign, state or local tax or legal consequences as a result of trading in the Rights Entitlements. Investors who intend to trade in the Rights Entitlements should consult their tax advisor or stock broker regarding any cost, applicable taxes, charges and expenses (including brokerage) that may be levied for trading in Rights Entitlements.

OUR COMPANY ACCEPT NO RESPONSIBILITY TO BEAR OR PAY ANY COST, APPLICABLE TAXES, CHARGES, AND EXPENSES (INCLUDING BROKERAGE), AND SUCH COSTS WILL BE INCURRED SOLELY BY THE INVESTORS. PLEASE NOTE THAT THE RIGHTS ENTITLEMENTS WHICH ARE NEITHER RENOUNCED NOR SUBSCRIBED BY THE INVESTORS ON OR BEFORE THE ISSUE CLOSING DATE SHALL LAPSE AND SHALL BE EXTINGUISHED

AFTER THE ISSUE CLOSING DATE. **On Market Renunciation**

The Investors may renounce the Rights Entitlements, credited to their respective demat accounts by trading/selling them on the secondary market platform of the Stock Exchange through a registered stock broker in the same manner as the existing Equity Shares of our Company.

In this regard, in terms of provisions of the SEBI (ICDR) Regulations and the SEBI Rights Issue Circulars, the Rights Entitlements credited to the respective demat accounts of the Eligible Equity Shareholders shall be admitted for trading on the Stock Exchange under the ISIN that shall be allotted for the Rights Entitlement subject to requisite approvals. The details for trading in Rights Entitlements will be as specified by the Stock Exchange from time to time. The Rights Entitlements are tradable in dematerialized form only. The market lot for trading of Rights Entitlements is 100 Shares. To clarify further, fractional entitlements are not eligible for trading.

The On Market Renunciation shall take place only during the Renunciation Period for On Market Renunciation, i.e., from November 04, 2024 to November 18, 2024 (both days inclusive).

The Investors holding the Rights Entitlements who desire to sell their Rights Entitlements will have to do so through their registered stock brokers by quoting the ISIN INEOONI20015 (for Rights Entitlement) that shall be allotted for the Rights Entitlement and indicating the details of the Rights Entitlements they intend to sell. The Investors can place order for sale of Rights Entitlements only to the extent of Rights Entitlements available in their demat account. The On Market Renunciation shall take place electronically on secondary market platform of NSE under automatic order matching mechanism and on 'T+2 rolling settlement bases, where 'T' refers to the date of trading. The transactions will be settled on trade-for-trade basis. Upon execution of the order, the stock broker will issue a contract note in accordance with the requirements of the Stock Exchange and the SEBI.

The Investors may renounce the Rights Entitlements, credited to their respective demat accounts by way of an offmarket transfer through a depository participant. The Rights Entitlements can be transferred in dematerialized

Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is completed in such a manner that the Rights Entitlements are credited to the demat account of the Renouncees on or prior to the Issue Closing Date.

The Investors holding the Rights Entitlements who desire to transfer their Rights Entitlements will have to do so through their depository participant by issuing a delivery instruction slip quoting the ISIN (for Rights Entitlement) that shall be allotted for the Rights Entitlement, the details of the buyer and the details of the Rights Entitlements they intend to transfer. The buyer of the Rights Entitlements (unless already having given a standing receipt instruction) has to issue a receipt instruction slip to their depository participant. The Investors can transfer Rights Entitlements only to the extent of Rights Entitlements available in their demat account.

The instructions for transfer of Rights Entitlements can be issued during the working hours of the depository participants. The detailed rules for transfer of Rights Entitlements through off-market transfer shall be as specified by the NSDL and CDSL from time to time.

LISTING AND TRADING OF THE RIGHTS EQUITY SHARES TO BE ISSUED PURSUANT TO THE ISSUE:

The existing Equity Shares are listed and traded on Emerge platform of NSE bearing Scrip Symbol 'UCL' under ISIN INEO0NI01015. The Rights Equity shall be credited to temporary ISIN which will be frozen until the receipt of the final listing/ trading approvals from the Stock Exchange. Upon receipt of such listing and trading approvals, the Rights Equity Shares shall be debited from such temporary ISIN and credited to the existing ISIN as fully paid-up equity share of our company. Our Company has received in-principle approval from the NSE through letter bearing reference number © NSE/LIST/C/2024/0463 dated April 24, 2024.

It is to be distinctly understood that the permission given by NSE should not in any way be deemed or construed that the letter of offer has been cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the Letter of Offer. The Investors are advised to refer to the Letter of Offer for the full text of the

"Disclaimer Clause of NSE" on page 90 of the Letter of Offer.

Ms. Vishakha Tanwar,

DISCLAIMER CLAUSE OF NSE (DESIGNATED STOCK EXCHANGE):

BANKER TO THE ISSUE AND REFUND BANK: Axis Bank Limited **MONITORING AGENCY:** N.A FOR RISK FACTORS AND OTHER DETAILS, KINDLY REFER TO THE LETTER OF OFFER AND ABRIGED LOF.

purposes: a) Frequently asked questions and online/electronic dedicated investor helpdesk for guidance on the Application process and resolution of difficulties faced by the Investors: www.bigshareonline.com

b) Updation of Indian address/ email address/ mobile number in the records maintained by the Registrar or our

OTHER IMPORTANT LINKS AND HELPLINE: The Investors can visit following links for the below-mentioned

Company: www.bigshareonline.com`

c) Updation of demat account details by Eligible Equity Shareholders holding shares in physical form:

d) Request Letter to be sent by the non-resident Eligible Equity Shareholders to the Registrar at their email id: rightsissue@bigshareonline.com for updating their Indian address. The Request Letter should be accompanied by their PAN card and Address proof. Kindly note that the non-resident Equity Shareholders who do not have an Indian address are no eligible to apply for this Issue.

REGISTRAR TO THE ISSUE **Bigshare Services Private Limited**



Add.: Office No. S6-2, VI Floor, Pinnacle Business Park, Mahakali Caves Road, Andheri (E), Mumbai-400093 **Tele.:** +91-022-62638200 | **Fax:** +91-022-62638299 | **Email:** rightsissue@bigshareonline.com **Investor Grievance**: investor@bigshareonline.com | **Website**: www.bigshareonline.com Contact person: Mr. Suraj Gupta | SEBI Registration No: INR000001385

COMPANY SECRATARY AND COMPLIANCE OFFICER



88/8 GIDC, Phase I, Vatva, Ahmedabad- 382445, Gujarat, India. **Telephone:** 079-25833315;

Investors may contact the Registrar to the issue or the Company Secretary and Compliance Officer for any preissue/ post issue related matters. All grievances relating to the ASBA process may be addressed to the Registrar to the issue, with a copy to the SCSB, giving full details such as name and address of the applicant, number of Equity Shares applied for, ASBA Account number and the Designated Branch of the SCSB where the CAF, or the plain paper application, as the case may be, was submitted by the ASBA.

For USHANTI COLOUR CHEM LIMITED

Date: October 30, 2024 Place: Ahmedabad

Ms. Vishakha Tanwar

Company Secretary and Compliance Officer Our Company is proposing, subject to requisite approvals, market conditions and other considerations, to issue

Equity Shares on a rights basis and has filed a Letter of Offer with the SEBI and NSE. The LOF shall be available on website of SEBI at www.sebi.gov.in; the website of NSE at www.nseindia.com; the website of the Company at www.ushanti.com. Investors should note that investment in equity shares involve a degree of risk and for details relating to the same, please see the section entitled "Risk Factors" beginning on page 20 of the LOF. This announcement has been prepared for publication in India and may not be released in the United States. The announcement does not constitute an offer of Equity Shares for sale in any jurisdiction, including the United States and any Equity Shares described in this announcement may not be offered or sold in the United States.

હજાર ચારસો તેંતાલીસ ત્રાનલા નાદ આસાળળ માબુભાઇ (**પ્રોસ્પેક્ટ નં**. **આઇએલ૧૦૨૩૨૩૦૪**) (રો. કુટ):મિલકતનો પ્રકાર:જમીન એરિયા,બિલ્ટ અપ એરિયા,કાર્પેટ પુરા) એરિયા, મિલકત એરિયા : ૮૧૮.૦૦, ૫૬૦.૦૦, ૧૨૩૧.૦૦ વધ વિગતો માટે શાખા ઓકીસના અધિકત અધિકારીનો સંપર્ક કરવા વિનંતી છે : અમદાવાદ કોમર્સ હાઉસ. ચોથો માળ, કોમર્સ હાઉસ ૪. શેલ પેટોલ પંપ પારે **નંદનગર રોક, પ્રહ્નાદનગર, અમદાવાદ–૩૮૦૦૫૧** અથવા કોર્પોરેટ ઓફીસઃ પ્લોટ નં. ૯૮, ફેઝ–૪, ઉદ્યોગ વિહાર, ગુરગાઁવ, હરિયાણ સહી/– અધિકૃત અધિકારી, આઇઆઇએફએલ હોમ ફાચનાન્સ લીમીટેડ વતી સ્થળ : અમદાવાદ, તારીખ : ૩૦–૧૦–૨૦૨૪

<i>)</i> ,	1
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1 દેવાદાર(રો)નું નામ

ઈમરાન છોટભાઈ ખાન (અર૧

ચોલામંડલમ ઈન્વેસ્ટમેન્ટ એન્ડ ફાઈનાન્સ કંપની લિમીટેડ **કોર્પોરેટ ઓફિસ :** ચોલા ક્રેસ્ટ, સી ૫૪ અને ૧૫, થીરૂ વી કા ઈન્ડસ્ટ્રીયલ એસ્ટેટ, ગુંડી, ચેન્નઈ-૬૦૦૦૩૨, ભારત

એનફોર્સમે	સિક્ચોરીટાઇઝેશન એન્ડ રેકિન્સ્ટ્રેક્શન ઓફ ફાયનાન્સિયલ એસેટ્સ અને એનફોર્સમેન્ટ ઓફ સિક્ચોરીટી ઇન્ટરેસ્ટ એક્ટ, ૨૦૦૨ ની કલમ ૧૩(૨) હેઠળ માંગણા નોટીસ		
ા અને સરનામું	सुरक्षित भिवङत		
	બી		
(SI3%	મિલકત નંબર ૧ : - પ્રોપર્ટી બેરિંગ ફલેટ નંબર ઈ-૪૦૧, ૧૧૭ ચો. ચાર્ડ એટલે કે ૯૭.૮૨ ચો.મીટર હિલ પાર્ક રેસીડેન્સી		
તીડેન્સી, નારોલ	તરીકે જાણીતી રકીમમાં અમદાવાદના રજુસ્ટ્રેશન જુલ્લા અને પેટા જુલ્લા અમદાવાદ - ૫ (નારોલ) ના તાલુકા શહેર		
સે, ઇસનપ્ર,	મોજે ઈસનપુરના ટીપીએસ પ૪ ના લેન્ડ બેરિંગ સર્વે નંબર ૫૯૯/૨ બેરિંગ ફાઈનલ પ્લોટ નં. ૧૧૬ પર સ્થિત છે. જેની		
, 3,	ચતુર્સીમા નીચે મુજબ છે :- પૂર્વ: રોડ , પશ્ચિમ: ફ્લેટ નંબર ઈ-૪૦૨ , ઉત્તર: રોડ , દક્ષિણ: ફ્લેટ નંબર ઈ-૪૦૪ .		
મરજદાર)	મિલકત નંબર ૨: પ્રોપર્ટી બેરિંગ ફ્લેટ નંબર ઈ-૪૦૨, ૧૧૭ ચો. ચાર્ડ એટલે ૯૭.૮૨ ચો.મીટર હિલ પાર્ક		

રૂા. 20,58,837.55 તા. 04.10.2024 મુજબ

ઇ/૪૦૧-૪૦૨, હિલ પાર્ક રેસ્ વટવા રોડ. કેનાલ પાર ામદાવાદ -૩૮૨૪૦૫ અસમા ઈમરાન ખાન (સહ–ચ રેસીડેન્સી તરીકે જાણીતી સ્કીમમાં અમદાવાદના રજાસ્ટેશન જાલ્લામાં અને પેટા જલ્લા અમદાવાદ ઇ/૪૦૧-૪૦૨, હિલ પાર્ક રેસીડેન્સી, નારોલ (લારોલ)ના મોર્જ ઇસનપુર, તાલુકા શહેર પૂર્વના ટીપીએસ પજ ના લેન્ડ બેરિંગ સર્વે નંબર પલ્દ/ર બેરિંગ ફાઇનલ પ્લોટ નં ૧૧૬ પર સ્થિત છે. જેની ચતુર્સીમા નીચે મુજબ છે :- પૂર્વ: ફ્લેટ નંબર ઇ-૪૦૧, પશ્ચિમ: રોડ ાટવા રોડ, કેનાલ પાસે, ઈસનપુર, મદાવાદ -૩૮૨૪૦૫ ઉત્તર: રોડ . દક્ષિણ: ક્લેટ નંબર ઈ-૪૦૩ . લોનની તારીખ લોનની રકમ માંગણા નોટીસની તારીખ બાકી લેણાંની રકમ ખાતા નંબર

વ્યાજના કરારી દરે આગળના વ્યાજ સંહિત સિક્ચોરીટાઇગ્રેશન અને રીકન્સ્ટ્રક્શન ઓફ ફાયનાનિસ્થલ એસેટ્સ અને એનફોર્સમેન્ટ ઓફ સિક્યોરીટી ઇન્ટરેસ્ટ એક્ટ, ૨૦૦૨ હેઠળ રચાયેલ સિક્યોરીટી ાજરેસ્ટ (એનફોર્સમેન્ટ) નિચમોના નિચમ ર(એ) હેઠળ નીચે સહીં કરનાર **ચોલામંડલ ઇન્વેસ્ટમેન્ટ એન્ડ ફાયનાન્સ કંપની લીમીટેડ** અહીં પછી સિક્ચોર્ડ લેણદા ા કહેવારીલ છે ના અધિકૃત અધિકારી છે. જે અન્વરો કોલમ (એ) માં જણાવેલ દેવાદારો/સહ-દેવાદારો/જમીનદાર) કોલમ નં.(બી)માં જણાવેલ સુરક્ષીત મિલકત, કોલમ (સી) માં જણાવેલ લોનની તારીખ, કોલમ (ડી) માં જણાવેલ ખાતા નંગર કોલમ (ઇ) માં જણાવેલ લોનની રકમ કોલમ (એર) માં જણાવેલ માંગણ નોદીસની તારીખ કોલમ (જી)માં જણાવેલ બાકી લેણાંની સ્કમ કોલમ (એચ)માં જણાવેલ એનપીએની તારીખ, આપેલ ટાઇટલ કીડના જમા હારા કોલમ (જી)માં

<mark>કાનુની ગીરો લોનની બાકી વસુલાત માટે રચાચો હતો.</mark> દેવાદારોના લોન એકાઉન્ટોમાં લોનની સ્કમની પરત ચુકવણીના કિસ્સામાં કસુરના પગલે રીઝર્વ બેંક ઓફ ઇન્ડિયાના નિર્દેશો અને માર્ગદર્શનો મુજબ સિક્યોઃ લેણદારે **નોન પરકોમિંગ એસેટ કોલમ (એચ)** તરીકે વર્ગીકત કર્યા છે. પરિણામેં, એક્ટની કલમ ૧૩(૨) ઠેઠળ કોલમ **(એક)** માં જણાવેલ તારીખોએ દેવાદારોને નોટીસ પણ જારી કરાઇ હતી જે બજવણી વગર પરત કરી હતી. જણાવવાનું કે તમે શિક્યોરીટાઇગ્રેશન એક્ટની કલમ ૧૩ (૮) હેઠળ વેચાણની જાહેરાત પહેલ તમામ કોસ્ટ, રાર્જ અને ખર્ચા સહીતની સંપૂર્ણ બાકી રકમ ચુકવીને સિક્યોર્ડ એસેટ પરત મેળવી શકો છો. ઉપરોક્ત બાબતોને હ્યાનમાં રાખીને, સદરહું દેવાદારોને નોટીસની તારીખણી દ્ર૦ દિવસની અંદર અતિમ તારીખ સુધીના વ્યાજ, કોસ્ટ અને ચાર્જ સહીત ઉપર કોલમ્

(જા)માં દર્શવિલ સંપૂર્ણ બાકી રકમ ચકવીને સિક્ચોર્ડ લેણદાર તરફી તેમની સંપૂર્ણ જવાબદારીમાંથી છટકારો મેળવવા જણાવવામાં આવે છે , જેમાં નિષ્ફળ જતાં , લેણદાર ાક્યોર્ડ એસેટોનો કબજો લેવા હકદાર ગણાશે અને કાયદા હેઠળ સિક્યોર્ડ લેણદારને પ્રાપ્ત આવી અન્ય કાર્યવાહી પણ કરી શકશે. સિક્યોર્ડ એસેટની તબદીલીની મંજુરી પછી પણ બાકી રકમમાંથી સંપર્ણ છટકારો ન મળતા સિક્ચોર્ડ લેણદાર લોન એગ્રીમેન્ટ મજબ સોલ આળીટેટર સમક્ષ દેવાદારો સામે પગલા લેવાનો અનામત હક ધરાવે દે વધુમાં , સદરહુ દેવાદારોને સિક્ચોર્ડ લેણદારની આગોતરી લેખીત મંજુરી વગર કોઇપણ રીતે દેવાદારોના નામ સામે કોલમ **(બી)** માં જણાવેલ સિક્ચોર્ડ એસેટનું વેચાણ, ભા મથવા અન્ય રીતે તબદીલ કરવા અથવા ત્રાહીત વ્યક્તિન હિત સર્જવા અથવા અન્ય રીતે સોદો કરવાની મનાઇ કરમાવામાં આવે છે. ારીખ : ૨૯.૧૦.૨૦૨૪ નોંધ : વિવાદની સ્થિતીમાં આ નોટીસનો અંગ્રેજી અનુવાદ માન્ય ગણાશે. ચોલામંડલમ ઈન્વેસ્ટમેન્ટ એન્ડ ફાઇનાન્સ કંપની લિમીટેડ



એયુ સ્મોલ ફાયનાન્સ બેન્ક લિમિટેડ (શિડયુલ્ડ કોમર્શિયલ બેન્ક)

રજી .ઓફિસ. રજીસ્ટર્ડ ઓફિસ. 19-એ, ધુલેશર ગાર્ડન, અજમેર રોડ, જયપુર -302001 (CIN: L36911RJ1996PLC011381)

સિક્યુરાઇઝેશન એન્ડ રિકન્સ્ટ્રક્શન ઓફ ફાયનાન્સિયલ એસેટ્સ એન્ડ એન્ફોર્સમેન્ટ ઓફ સિક્યુરિટી ઇન્ટરેસ્ટ એક્ટ 2022 ના સેક્શન 13(2) અંતર્ગત નોટિસ

આથી એયુ સ્મોલ ફાઇનાન્સ બેન્ક લિમિટેડ (જે હવે પછી "ઘી "બેન્ક" તરીકે ઉલ્લેખાશે જેનો અભિવ્યક્તિ સંદર્ભ "ફિનકેર સ્મોલ ફાઇનાન્સ બેન્ક લિમિટેડ ''થાય (જે આર.બી.આઈ ની માન્યતા પછી એપ્રિલ 01 2024 ના રોજથી એ.યુ. સ્મોલ ફાયનાન્સ બેન્ક સાથે ભેળવી દેવામાં આવી છે) તરફથી નોટિસ આપવામાં આવે છે કે નીચે જણાવેલા નાણાં લેનારા એ મિલકત સામે મિલકત સામે ફિનકેર સ્મોલ ફાઈનાન્સ બેન્ક લિમિટેડ પાસેથી લોન મેળવી હતી કે જે હવે એ યુ સ્મોલ ફાયનાન્સ બેન્ક લિમિટેડમાં અને સાથે ભળી ગઈ છે.એટલે માંગણા નોટિસ મેળવનાર નાણા લેનાર પાસેથી ક્રેડિટ ફેસીલીટી મુજબ અગાઉથી માગવા સંપૂર્ણ હક્કદાર છે. અને દરેક અથવા કોઈપણ બાકી લેણાં ."એયુ સ્મોલ ફાઇનાન્સ બેન્ક લિમિટેડ''ની તરફેણમાં આપવાના રહેશે.નાણાં લેનારા સમાન માસિક હપ્તા (ઇએમઆઇ) ચુકવવામાં નિષ્ફળ ગયા હોઈ તેઓનો એકાઉન્ટ આરબીઆઇ દિશા મુજબ ''નોન પર્ફોર્મિંગ એસેટ'' તરીકે વર્ગીકૃત કરવામાં આવ્યો છે. નાણાં લેનારાઓએ સ્થાવર મિલકત લોન સામે સુરક્ષા પેટે આપી હતી. તેની સંપૂર્ણ વિગત અહીં નીચે દર્શાવવામાં આવી છે. લોન ની વિગત અને નાણાં લેનાર તરફથી જે તે તારીખ મુજબ બાકી લેણી રકમ અને ચુકવવા પાત્ર રકમ પણ અહીં નીચે દર્શાવવામાં આવી છે. નાણાં લેનારા અને જાહેર જનતાને આથી જાણ કરવામાં આવે છે કે નીચે સહી કરનાર બેન્કના અધિકૃત અધિકારી તરીકે આરક્ષિત નાણાં ધીરનારે સિક્યુરાઇઝેશન એન્ડ રિકન્સ્ટ્રક્શન ઓફ ફાયનાન્સિયલ એસેટ્સ એન્ડ એન્ફોર્સમેન્ટ ઓફ સિક્યુરિટી ઇન્ટરેસ્ટ એક્ટ 2002 (ઘી સરફેસી એક્ટ) મુજબ પગલાં લીધા છે કે નીચે જણાવેલ નાણાં લેનારાઓ તેઓના નામ સામે દર્શાવેલ વધારાના વ્યાજ અને અન્ય ચાર્જીસ જો કોઈ હોય તે સાથેના બાકી લેણાં આ નોટિસના 60 દિવસમાં ચુકવવામાં નિષ્ફળ જશે તો નીચે સહી કરનાર સરફેસીં એક્ટ ના સેક્શન 13ના સબ સેક્શન (4) અંતર્ગત આરક્ષિત નાણાં ધીરનારને આપવામાં આવેલા એક કે તેથી વધુ પાવરનો ઉપયોગ કરશે જેમાં મિલકત જપ્ત કરીને તેનું વેચાણ કરી શકવાના પાવર સામેલ છે. જાહેરજનતાને સલાહ આપવામાં આવે છે કે નીચે જણાવેલ મિલકત સાથે વહેવાર કરવો નહિ.

	ક્રમ નં.	નાણા લેનારનું નામ/સહયોગી નાણા લેનારનું નામ/મોર્ટગેજર/ જામીનદારના નામ/એકાઉન્ટ નં અને માંગણા નોટિસ તારીખ	કુલ બાકી લેણાની રકમ
	1.	1. અર્જુનભાઈ દાનાભાઈ મારવાડી 2. દિપાલી અર્જુનભાઈ મારવાડી બિલ્ડિંગ નં. 14, રૂમ નં. 12, જય જોગણી નગર, એસએમસી સુરત, ગુજરાત-394540 લોન એકાઉન્ટ નં. 23630000013635 ડિમાન્ડ નોટિસ તારીખ 17/08/2024	૨·.1487802/- 13/08/2024 મુજબ + વ્યાજ, ચાર્જીસ અને અન્ય ખર્ચાઓ
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"A" સુરક્ષિત સંપત્તિની વિગતો / મોર્ગેજ કરેલી મિલકતની વિગતોઃ ફ્લેટ નં.:301, 3જી માળ પર, 567 ચો. ફૂટ. 52.69 ચો.મી. સુપર બિલ્ટ અપ એરિયા અને 347.00 ચો.ફૂટ.ાં.e. 32.24 ચો.મી. બિલ્ટ અપ એરિયા અને 312.00 ચો.ફૂટ. રહેદે કિષ્ના રેસીડેન્સીના "શિવ પેલેસ બિલ્ડિંગ નંબર A, સર્વે નં.29/1, બ્લોક નં.37, adm.30740 sq.mtsr paiki 3700 ચો.મી. રોડ એલેમેન્ટ 29070 ચો.મી. પાઇકી પ્લોટ નંબર,191,192,193,194. 244.00 ચોરસ મીટરની સાથે 478.68 ચોરસ મીટરનું માપન. મોજે/ગામની સીઓપીની જમીનમાં અવિભાજિત સહરેઃ દાસ્તાન, તાલુકો-પલસાણા, જિલ્લોઃ સુરત. બાઉન્ડેડઃ **પૂર્વમાઃ** રોડ, **પશ્ચિમ તરફઃ**સોસાયટી ઈન્ટરનલ રોડ,**ઉત્તરઃ** પ્લોટ નં.190, **દક્ષિણ**: COP.

2.	1. આનંદ કુમાર શ્રીવાસ્તવ 2. મિલ્કી કુમારી શ્રીવાસ્તવ 304, દેવ દર્શન કોમ્પ્લેક્સ, નવાગામ, B/H દાદા ભગવાન મંદિર,કામરેજ, નવાગામ,	૨.1509334/- 13/08/2024 મજબ
	સુરત ગુજરાત 394185 લોન એકાઉન્ટ નં. 22630000068292 ડિમાન્ડ નોટિસ તારીખ 22/08/2024	+ વ્યાજ, ચાર્જીસ અને અન્ય ખર્ચાઓ

શેડ્યૂલ - "A" સુરક્ષિત સંપત્તિની વિગતો / મોર્ગેજ કરેલી મિલકતની વિગતોઃ ફ્લેટ નં.: A/404, ચોથા માળે, 670 ચો. ફટ ધરાવતો સ્થાવર મિલકતનો તે તમામ ભાગ અને પાર્સલ. એટલે કે 62.11 ચો.મી. બિલ્ટ અપ એરિયા અને 1070 ચો.ફૂટ. "સહકાર એવન્યુ" ની જમીનમાં અવિભાજિત હિંસ્સા સાથે સુપર બિલ્ટ અપ એરિયા, પાસિંગ તાન બિલ્ડિંગ નંબર A, અને સાઇટ બિલ્ડિંગ નંબર A/1 અને A/2 મુજર્ભ પાઇકી બિલ્ડિંગ નંબર A/2, ખાતે સ્થિત છે. રેવન્યુ સર્વે નંબર 681, બ્લોક નં. 548/B 24266 થો મી નું માપન પાકડી ગબપ્લોટ નુંબર 1 5694 ચોરસ મીટરનું માપન પાકડી 114 37 ચો મી -રો.ડ એલિમેન્ટ અને 5579 63 ચો મી -પાકડી "બી" પાકાર ફિજેપી પ્લોટ તા. 548/બી/164/એ/ટાઈપ મુજબ) મોજે/ગામનું 570.91 ચો.મી.નું માપનઃ કથોર, તાલુકો-કામરેજ, જિલ્લો : સુરત **પૂર્વમાં**: Adj. મકાન નંબર A-1 **પશ્ચિમ તરફ:** Adj. ફ્લેટ નંબર 403, **ઉત્તરઃ** Adj. માર્જિન, **દક્ષિણ**: Adj. પેસેજ, ફ્લેટ નંબર 401.

3.	1. પરમાર મનીષભાઈ રણછોડભાઈ 2. પરમાર કમલેશકુમાર રણછોડભાઈ			
	31 વિરમાયા નગર સોસાયટી, કલ્યાણપુરા પાસે, કલોલ ગાંધીનગર ગુજરાત 382721	l		
	લોન એકાઉન્ટ નં. 2363000000100 ડિમાન્ડ નોટિસ તારીખ 22/08/2024	l		

13/08/2024 મુજબ + વ્યાજ, ચાર્જીસ અને અન્ય ખર્ચાઓ

શેડ્યૂલ - "A" સુરક્ષિત સંપત્તિની વિગતો / મોર્ગેજ કરેલી મિલકતની વિગતોઃતે તમામ ભાગ અને સ્થાવર મિલકતના પાર્સલ બેરિંગ નં. ફ્લેટ નંબર ડી/701 બ્લોક 'ડી લવિંગ 7મા માળે લગભગ 35-35 ચો. Mts. (RERA કાર્પર્ટ એરિયા મુજબ) અને વોશ એરિયા 3-30 ચો. મીટર અને આશરે 17-09339 ચોરસ મીટરનું માપન. Mts. કથા નંબર 685ની સામાન્ય સુવિધાઓ માટે અવિભાજિત જમીન વિસ્તાર, સર્વે નંબર 133 એ નવો બ્લોક/સર્વે નંબર 438 છે, જે લગભગ 13860 ચો. મીટર, જમીન વિસ્તાર, T.P. સ્ક્રીમ નંબર ૩ (કલોલ-સૈજ-અરસોડિયા), ફાઇનલ પ્લોટ નંબર 420/1, 420/2 લગભગ 8542 ચો. Mtrs N.A. જમીન વિસ્તાર તેપાઈકી ફાઈનલ પ્લોટ નં. 420/1 એ કુલ અંદાજે 4134 ચોરસ મીટર છે. Mts. અરસોડીયા જીલ્લા ગાંધીનગર સબ જીલ્લાની સીમમાં "સિદ્ધરાજ હોમ્સ" તરીકે ઓળખાતી યોજનાની જમીન. કલોલ અને બાઉંન્ડેડપરઃ **પૂર્વમાંઃ** બ્લોક "E", **પશ્ચિમ તરફઃ** ફ્લેટ નંબર D/702, **ઉત્તરઃ** Adj. માર્જિન, **દક્ષિણ**ઃ દાદર પેસેજ.

4.	. 1. અમિત કુમાર લાલ બાબુ શાહ 2. પૂજા કુમારી અમિત કુમાર શાહ રૂમ નંબર 8, બિલ્ડિંગ નંબર 57, એસએમસી આવાસ, જિયાવ, વડોદ,		
	જિયાવ, સરત 395023		
	લોન એકાઉન્ટ નં. 23630000013655 ડિમાન્ડ નોટિસ તારીખ 22/08/2024		

13/08/2024 મુજબ

શેડ્યૂલ - "A" સુરક્ષિત સંપત્તિની વિગતો / મોર્ગેજ કરેલી મિલકતની વિગતોઃફ્લેટ નંબર: 305, 3જી માળ પર, 567.00 ચો.ફૂટનું માપ ધરાવતી સ્થાવર મિલકતનો તે તમામ ભાગ અને પાર્સલ. એટલે કે 52.69 ચો.મી. સુપર બિલ્ટ અપ એરિયા અને 347.00 ચો.ફૂટ એટલે કે 32.24 ચો.મીટર. બિલ્ટ upa વિસ્તાર, અને 312.00 ચો.ફૂટ કાર્પેટ વિસ્તાર. શિવ પેલેસની જમીનમાં અવિભાજિત હિસ્સા સાથે, મકાન નં. A of Radhe Krishna Residency" રેવન્યુ સર્વે નં.29/1, બ્લોક નં.37 પર 307મેંદ ચો. મી.નું માપન કરેલું છે. પાઈકી 1700 ચો.મીટર રોડ એલેમેન્ટ 29040 ચો.મી. પાઈકી પ્લોટ નં. 191, 193,194 478.68 ચો.મી., 244.00 ચો.મીટર સાથે. મોજે/ગામન C.O.P ની જમીનમાં અવિભાજિત શ્રેઃ દાસ્તાન, તાલુકો – પલસાણા, જિલ્લોઃ સુરત. બાઉન્ડ પરઃ પૂર્વ દ્વારાઃ **પૂર્વમાઃ** રોડ **પશ્ચિમ તરફઃ** સોસાયટી આંતરિક રોડ, **ઉત્તર**ઃ પ્લોટ નં.190, **દક્ષિણ**: C.O.P.

5.	1. ઈશ્વરભાઈ ભગવાનભાઈ રબારી : રણછોડપુરા, નાદરી, પેથાપુર, ગોગા
	મંદિર, સાબરકાંઠા, ગુજરાત-383120 2. ગીતાબેન સાગરભાઈ દેસાઈ
	001, દેસાઈ ફળિયું, માતાજી નો ચોક, સાબરકાંઠા-383205
	લોન એકાઉન્ટ નં. 21660000021053 ડિમાન્ડ નોટિસ તારીખ 28/08/20

₹.274682/-13/08/2024 મુજબ + વ્યાજ, ચાર્જીસ અને અન્ય ખર્ચાઓ

શેડ્યુલ - "A" સુરક્ષિત સંપત્તિની વિગતો / મોર્ગેજ કરેલી મિલકતની વિગતોઃતે તમામ સ્થાવર મિલકતના ટુકડા અને પાર્સલ ન નાદરી પેથાપુર, તા. હિંમતનગર, જિ. . સાબરકાઠા, નાદરી પેથાપુર ગ્રામ પંચાયતની ગ્રામ પંચાયત મિલકત નં. 22 પર બેરિંગ હાઉસ, અને તેની સરહદ દ્વારાઃ **પૂર્વમાઃ** ખુલ્લી વાડા જમીન **પશ્ચિમ તરફઃ** જાહેર માગ

ઉત્તરઃ રબારી લાલુભાઈનું ઘર, દક્ષિણ ઃ રબારી ગોડાભાઈ ભગવાનભાઈનું ઘર.				
6.				
	ફ્લેટ નં.104, વિંગ-એ, સુખ સાગર સોસાયટી-2, અમૃતવિલા એપાર્ટમેન્ટ,			
	રાજકોટ-360003			
	10 10 10 10 0 1 00000000000000000000000			

ಎ.2126455/-13/08/2024 મુજબ + વ્યાજ, ચાર્જીસ અને અન્ય ખર્ચાઓ

શેડ્યૂલ - "A" સુરક્ષિત સંપત્તિની વિગતો / મોર્ગેજ કરેલી મિલકતની વિગતો: સ્થાવર મિલકતનો તે તમામ ભાગ અ ને પાર્સલ બેરિંગ પ્લોટ નંબર 48 પાઈકી વેસ્ટર્ન સાઇ ઉત્તર તરફની જમીન, 49.87 ચો. રેવન્યુ સર્વે નં.ના મકાન સાથે એમ.ટી.એમ. 6 પાળકી, રાજકોટના સિટી સર્વે વોર્ડ નં. 13 ની બેરિંગ સિટી સર્વે નંબર 3945/48 પાળકી 'ન્યુ સુખ સાગર-2'' તરીકે ઓળખાય છે અને તેની સરહદ છેઃ **પૂર્વમાં**ઃ પ્લોટ નં. 48 પાળકી **પશ્ચિમ તરફઃ** પ્લોટ નં. 47 **ઉત્તરઃ** રોડ સાઉથ, **દક્ષિણઃ** પ્લોટ નંબર 46.

1. એમ.એસ. પટેલ કમલાબેન દિલીપકુમાર : 678, પૂજારા ફળિયું, ઓરવાડા, પંચમહાલ, ગોધરા, ગુજરાત 389120 **2. પટેલ કુલદિપકુમાર દિલીપભાઈ** : પટેલ ફળિયું, ઓરવાડા, પંચમહાલ, ગોધરા, ગુજરાત 389120

19/08/2024 મુજબ + વ્યાજ, ચાર્જીસ અને અન્ય ખર્ચાઓ

અધિકૃત અધિકારી

એયુ સ્મોલ ફાઇનાન્સ બેન્ક લિમિટેડ

લોન એકાઉન્ટ નં. 20660000360396 ડિમાન્ડ નોટિસ તારીખ 27/08/2024 **શેડ્યૂલ - ''A'' સુરક્ષિત સંપત્તિની વિગતો / મોર્ગેજ કરેલી મિલકતની વિગતો**ઃસ્થાવર મિલકતનો તે તમામ ભાગ અને પાર્સલ મકાન નં. - 2280/01 જમીનનો વિસ્તાર .400 ચોરસ ફૂટ વિસ્તાર જૂની ગામતળ પંચાયત ઓરવાડા, ગામ <u>ઓ</u>રવાડા, તા. ગોધરા, જિ. પંચમહાલમાં આવેલ છે. અને બાઉન્ડેડઃ **પૂર્વમાંઃ** સરદારભાઈ તેરસિંહનું ઘ

પશ્ચિમ તરફઃ કોમન રોડ **ઉત્તરઃ** નયલેશભાઈ ગુલાબસિંહનું ઘર **દક્ષિણ**ઃ બલવતનભાઈ તેરસિંહનું ઘર. 1. દેવરે રેકેશભાઇ ಳು.526409/-2. દેવરે વંદનાબેન અનિલરાવ 19/08/2024 મુજબ વિભાગ 3-બી, સંતોષ પાર્ક ગેબનશા પીરની દરગાહ પાછળ, ઈસનપુર અમદાવાદ + વ્યાજ, ચાર્જીસ અને અન્ય ખર્ચાઓ ગુજરાત 382443 લોન એકાઉન્ટ નં. 23630000034115 ડિમાન્ડ નોટિસ તારીખ 27/08/2024

શેડ્યૂલ - "A" સુરક્ષિત સંપત્તિની વિગતો / મોર્ગેજ કરેલી મિલકતની વિગતો:બ્લોક નંબર જીમાં ત્રીજા માળે ફ્લેટ નં. જી/325 ધરાવતી સ્થાવર મિલકતનો તે તમામ ભાગ મને પાર્સલ, લગભગ 34 ચો.વાય. એટલે કે 28.42 ચો.મી. સુપર બિલ્ટ-અપ બાંધકામ વિસ્તાર અને (નારોલ દક્ષિણ-2) અવિભાજિત શેર 11.93 ચો.મી. ઉમંગ નારોલ-1 તરીકે ઓળખાતી યોજનાની જમીનમાંનો વિસ્તાર, T.P ના બ્લોક/સર્વે નંબર 153/1 પર સ્થિત છે. ફાઇનલ પ્લોટ નંબર 69 ની સ્કીમ નં.60 (નારોલ દક્ષિણ-2), લગભગ

1465.21 ચો.મી. મૌજે ગામ નારોલ, તાલુકોઃ મણિનગર, જિ.ની સિમમાં બિનખેતી ઉપયોગની જમીન અમદાવાદ જિલ્લામાં અહેમદબાદ અને નોંધણી સબ-જિલ્લ અમદાવાદ-5 (નારોલ). અને બાઉન્ડેડઃ **પૂર્વમાંઃ** ફ્લેટ નંબર :G/324 **પશ્ચિમ તરફઃ** ફ્લેટ નંબર :G/301 **ઉત્તરઃ** ફ્લેટ નંબર :G/322 **દક્ષિણ**ઃ ઓપન સ્પેસ. 1. બારીયા દશરતભાઈ મગનભાઈ ₹.260014/-

		2. બારીયા ગાલીબેન દશરતભાઈ 18, કુંભાર ફળિયું, ગામ સહોરા, સજોરા, પંચમહાલ, ઘોઘંબા ગુજરાત 389341 લોન એકાઉન્ટ નં. 20660000507651, 22660001411111 ડિમાન્ડ નોટિસ તારીખ 27/08/2024	૧ <u>/2000મ/</u> 19/08/2024 મુજબ + વ્યાજ, ચાર્જીસ અને અન્ય ખર્ચાઓ
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શે.બૂલ - "A" સુરક્ષિત સંપત્તિની વિગતો / મોર્ગેજ કરેલી મિલકતની વિગતોઃતે તમામ ભાગ અને સ્થાવર મિલકતના પાર્સલ બેરિંગ નં. ઘર નં.-37 જુના ગામતળ, ગ્રામ પંચાયત્ સાજોરામાં છે, જે આવેલું ગામ છે _ સજોરા, તા ઘોધંબા જિ - પંચમહાલ, રાજ્ય - ગુજરાત **પૂર્વમાં**ઃ ભરતભાઈ શંકરભાઈનું ઘર **પશ્ચિમ તરફઃ** માલકોની જમીન **ઉત્તરઃ** કોમન રોડ **દક્ષિણ**ઃ મગનભાઈ રામસિંહનું ઘર.

સ્થળ : ગુજરાત

This advertisement is for information purposes only and not for publication, distribution, or release directly or indirectly outside India. This is not an announcement for the offer document. All capitalized terms used herein and no confined herein shall have the meaning assigned to them in the Letter of Offer dated October 14, 2024 (the "Letter of Offer" or "LOF") filed with the SME Platform of National Stock Exchange of India Limited ("NSE") ("NSE-Emerge") and the Securities and Exchange Board of India ("SEBI") for information and dissemination on the SEBI's website pursuant to the proviso to Regulation 3 of the Securities Exchange Board of India (Issue of Capital and Disc Requirements) Regulations, 2018 ("SEBI (ICDR) Regulations").

USHANTI COLOUR CHEM LIMITED

Our Company was incorporated under the provisions of Companies Act, 1956 as 'Ushanti Colour Chem Private Limited' in Gujarat vide Certificate of Incorporation issued by Registrar of Companies. Guiarat. Dadra and Nagar Haveli, on May 12, 1993. Consequently, it was converted into a public limited company pursuant to special resolution passed at Extra-ordinary General Meeting of our Company held on February 19, 2018 and the name of our Company was changed to 'Ushanti Colour Chem Limited' and a fresh certificate of incorporation consequent upon Conversion of Private Limited to Public Limited dated March 07, 2018 was issued by Registrar of Companies, Ahmedabad. The Corporate Identification Number of our Company is U24231GJ1993PLC019444.

> Registered Office: 88/8 GIDC, Phase I, Vatva, Ahmedabad- 382445, Gujarat, India • Tel. No.: 079-25833315; • Fax No.: Not Available • Contact Person: Ms. Vishakha Tanwar. Company Secretary and Compliance Officer • Email: admin@ushanti.com: • Website: www.ushanti.com

PROMOTERS OF OUR COMPANY MR. MAUNAL SHANTILAL GANDHI AND MR. MINKU SHANTILAL

ISSUE OF UPTO 5,35,085 EQUITY SHARES WITH A FACE VALUE OF ₹ 10 EACH ("RIGHTS EQUITY SHARES") OF OUR COMPANY FOR CASH AT A PRICE OF ₹ 55 EACH INCLUDING A SHARE PREMIUM OF ₹ 45 (RUPEE FORTY-FIVE ONLY) PER RIGHT EQUITY SHARE ("ISSUE PRICE") FOR AN AGGREGATE AMOUNT OF UPTO ₹ 294.30 LACS ON A RIGHTS BASIS TO THE ELIGIBLE EQUITY SHAREHOLDERS OF OUR COMPANY IN THE RATIO OF 05 RIGHTS EQUITY SHARES FOR EVERY 100 FULLY PAID-UP EQUITY SHARES HELD BY THE ELIGIBLE EQUITY SHAREHOLDERS ON THE RECORD DATE, THAT IS ON OCTOBER 11 2024 (THE "ISSUE"). THE ISSUE PRICE FOR THE RIGHTS EQUITY SHARES 5.5 TIMES THE FACE VALUE OF THE EQUITY SHARES. FOR FURTHER DETAILS, SEE "TERMS OF THE ISSUE" ON PAGE 95 OF THIS LETTER OF OFFER.

ISSUE

permitted by any Applicant after the Issue Closing Date.

NOVEMBER 04, 2024

LAST DATE FOR ON MARKET RENUNCIATION* **NOVEMBER 18, 2024**

NOVEMBER 25, 2024

PROGRAMME Eligible Equity Shareholders are requested to ensure that renunciation through off-mar Issue Closina Date. # Our Board or a duly authorized thereof will have the right to extend the Issue Period as it may determine from time to time, not exceeding 30 (thirty) days from the Issue Opening Date. Further, no withdrawal of Application shall be

ASBA* Application Supported by Blocked Amount (ASBA) is a better way of applying to issues by simply blocking the fund in the bank account, investors can avail the same. For further details check section on ASBA below. In accordance with Regulation 76 of the SEBI (ICDR) Regulations, SEBI Circulars no. SEBI/CFD/DIL/ASBA/1/ 2009/30/12 dated Decedmber 30, 2009, CIR/CFD/DIL/1/2011 dated April 29, 2011 and SEBI/HO/CFD/DIL2/CIR/ P/2020/13 dated January 22, 2020 ("SEBI ASBA Circulars"), all Investors desiring to make an Application in this ssue are mandatorily required to use the ASBA process. Investors should carefully read the provisions applicable to such Applications before making their Application through ASBA. For details "Procedure for Application through the ASBA Process" on page 110 of Letter of Offer.

Please note that in accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI Rights Issue Circulars, the credit of Rights Entitlements and Allotment of Equity Shares shall be made in dematerialized form only. Accordingly, Eligible Equity Shareholders holding Equity Shares in physical form as on Record Date and desirous of subscribing to Equity Shares in this Issue are advised to furnish the details of their demat account to the Registrar or our Company at least two Working Days prior to the Issue Closing Date, to enable the credit of their Rights Entitlements in their respective demat accounts at least one day before the Issue Closing Date. They may also communicate with Registrar with the helpline number +91-022-62638200 and their email address rightsissue@bigshareonline.com.

Prior to the issue opening date, the rights entitlement of those resident eligible equity shareholders, among others, who hold equity shares in physical form and whose demat account details are not available with our company of the registrar, shall be credited in a demat suspense escrow account opened by our company. In accordance with the SEBI Rights Issue Circulars, the eligible equity shareholders who hold equity shares in physical form as on record date and who have not furnished the details of their demat account to the registrars of our company atleast two working days prior to the issue closing date i.e., by November 21, 2024, shall not be entitled to make an application for rights equity shares against their entitlements with respect to the equity shares held in physical

PROCEDURE FOR APPLICATION:

In accordance with Regulation 76 of the SEBI (ICDR) Regulations, SEBI Rights Issue Circulars and ASBA Circulars, all Investors desiring to make an Application in this Issue are mandatorily required to use the ASBA process. Investors should carefully read the provisions applicable to such Applications before making their Application through ASBA.

For details, please see "Procedure for Application through the ASBA Process" on page 110 of the Letter of Offer PROCEDURE FOR APPLICATION THROUGH THE ASBA PROCESS:

nvestors desiring to make an Application in this Issue through ASBA process, may submit the Application Form to the Designated Branch of the SCSB or online/electronic Application through the website of the SCSBs (if made available by such SCSB) for authorizing such SCSB to block Application Money payable on the Application in their respective ASBA Accounts.

Investors should ensure that they have correctly submitted the Application Form, or have otherwise provided an authorization to the SCSB, via the electronic mode, for blocking funds in the ASBA Account equivalent to the Application Money mentioned in the Application Form, as the case may be, at the time of submission of the

Self-Certified Syndicate Banks

For the list of banks which have been notified by SEBI to act as SCSBs for the ASBA process, please refer to https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognised Fpi=yes&intmld=34. For details on $Designated\ Branches\ of\ SCSBs\ collecting\ the\ Application\ Form,\ please\ refer\ the\ above-mentioned\ link.$

Please note that subject to SCSBs complying with the requirements of SEBI Circular bearing reference number 'CIR/CFD/DIL/13/2012' dated September 25, 2012 within the periods stipulated therein, ASBA Applications may be submitted at the Designated Branches of the SCSBs, in case of Applications made through ASBA facility.

Further, in terms of the SEBI Circular CIR/CFD/DIL/1/2013 dated January 02, 2013, it is clarified that for making applications by SCSBs on their own account using ASBA facility. SCSBs should have a separate account in their own name with any other SEBI registered SCSB(s). Such account shall be used solely for the purpose of making application in the issue and clear demarcated funds should be available in such account for applications. SCSBs applying in the issue shall be responsible for ensuring that they have a separate account in their own name with any other SCSB having clear demarcated funds for applying in the issue and that such separate account shall be used as the ASBA account for the application, for ensuing compliance with the applicable Regulations

APPLICATION BY ELIGIBLE EQUITY SHAREHOLDERS HOLDING EQUITY SHARES IN PHYSICAL FORM:

Please note that in accordance with Regulation 77A of the SEBI ICDR Regulations read with the SEBI Rights Issue Circular, the credit of Rights Entitlements and Allotment of Equity Shares shall be made in dematerialised form only. Accordingly, Eligible Equity Shareholders holding Equity Shares in physical form as on Record Date and desirous of subscribing to Equity Shares in this issue are advised to furnish the details of their demat account to the Registrar or our Company at least two Working Days prior to the issue Closing Date, to enable the credit of their Rights Entitlements in their respective demat accounts at least one day before the issue Closing Date.

PLEASE NOTE THAT THE ELIGIBLE EQUITY SHAREHOLDERS WHO HOLD EQUITY SHARES IN PHYSICAL FORM AS ON RECORD AND WHO HAVE NOT FURNISHED THE DETAILS OF THEIR RESPECTIVE DEMAT ACCOUNTS TO THE REGISTRAR AT LEAST TWO WORKING DAYS PRIOR TO THE ISSUE CLOSING DATE. SHALL NOT BE ELIGIBLE TO MAKE AN APPLICATION FOR RIGHTS EQUITY SHARES AGAINST THEIR RIGHTS ENTITLENENTS WITH RESPECT TO THE FOLITY SHARES HELD IN PHYSICAL FORM.

ALLOTMENT OF THE RIGHTS FOUITY SHARES IN DEMATERIALIZED FORM:

Please note that the rights equity shares applied for in this issue can be allotted only in dematerialized form and to the same depository account in which our equity shares are held by such investor on the record date. DISPATCH AND AVAILABILITY OF ISSUE MATERIALS:

The dispatch of Abridged Letter of Offer and Rights Entitlement Letter along with the Application form has been completed on October 23, 2024 by the Registrar to the Issue to all the Eligible Equity Shareholders of the company, whose names appeared in the Register of Members/Beneficial Owners of the company as on record date, i.e. October 11, 2024 in electronic form through e-mail on October 23, 2024 to the equity shareholders who have ristered email ids and physically through speed/registered post on October 23, 2024 to the equity sharehold who have not registered email ids with us or with Registrar to the Issue. Investors can access the Letter of Offer, the Abridged Letter of Offer and the Application Form (provided the Eligible Equity Shareholders is eligible to subscribe for the Rights Equity Shares under applicable laws on the websites of (i) Our Company's website at www.ushanti.com; (ii) Registrar to the Issue's website at www.bigshareonline.com; (iii) NSE's website at

Eligible Equity Shareholders can obtain the details of their respective Rights Entitlements from the website of the Registrar to the Issue's website at www.bigshareonline.com by entering their DP-ID and Client-ID and PAN.

CREDIT OF RIGHTS ENTITLEMENTS IN DEMAT ACCOUNTS OF ELIGIBLE EQUITY SHAREHOLDERS: In accordance with Regulation 77A of the SEBI (ICDR) Regulations read with the SEBI - Rights Issue Circular, the credit of Rights Entitlements and Allotment of Rights Equity Shares shall be made in dematerialized form only. Prior to the Issue Opening Date, our Company shall credit the Rights Entitlements to: (a) The demat accounts of the Eligible Equity Shareholders holding the Equity Shares in dematerialised form; and (b) A demat suspense escrow account opened by our Company, for the Eligible Equity Shareholders which would comprise Rights Entitlements relating to: (i) Equity Shares held in a demat suspense account pursuant to Regulation 39 of the SEBI (LODR) Regulations; or (ii) Equity Shares held in the account of IEPF authority; or (iii) The demat accounts of the Eligible Equity Shareholder which are frozen or details of which are unavailable with our Company or with the Registrar on the Record Date; or (iv) Equity Shares held by Eligible Equity Shareholders holding Equity Shares in physical form as on Record Date where details of demat accounts are not provided by Eligible Equity Shareholders to our Company or Registrar; or (v) Credit of the Rights Entitlements returned/ reversed/ failed; or (vi) The ownership of the Faulty Shares currently under dispute, including any court proceedings, as applicable.

APPLICATION ON PLAIN PAPER UNDER ASBA PROCESS:

An Eligible Equity Shareholder who is eligible to apply under the ASBA process may make an application to subscribe to this Issue on plain paper. An Eligible Equity Shareholder shall submit the plain paper Application to the Designated Branch of the SCSB for authorizing such SCSB to block Application Money in the said bank account maintained with the same SCSB.

Applications on plain paper will not be accepted from any address outside India.

Please note that the Eligible Equity Shareholders who are making the Application on plain paper shall not be entitled to renounce their Rights Entitlements and should not utilize the Application Form for any purpose including renunciation even if it is received subsequently

PLEASE NOTE THAT APPLICATION ON PLAIN PAPER CANNOT BE SUBMITTED THROUGH ASBA FACILITY.

The application on plain paper, duly signed by the Eligible Equity Shareholder including joint holders, in the same order and as per specimen recorded with his bank, must reach the office of the Designated Branch of the SCSB before the Issue Closing Date and should contain the following particulars: Name of our Company, being 'Ushanti Colour Chem Limited'.

Name and address of the Eligible Equity Shareholder including joint holders (in the same order and as per specimen recorded with our Company or the Depository);

Registered Folio No./DP and Client ID No.; Number of Equity Shares held as on Record Date;

Allotment option - only dematerialized form; Number of Rights Equity Shares entitled to;

Total number of Rights Equity Shares applied for; Number of additional Rights Equity Shares applied for, if any;

Total amount paid at the rate of₹ 55/- for Rights Equity Shares issued in one Rights Entitlement Details of the ASBA Account such as the account number, name, address and branch of the relevant SCSB;

In case of non-resident Eligible Equity Shareholders making an application with an Indian address, details of the NRE/FCNR/NRO Account such as the account number, name, address, branch of the SCSB with which the account is maintained and a copy of the RBI approval obtained pursuant to Rule 7 of the FEMA Rules. Except for Applications on behalf of the Central or State Government, the residents of Sikkim and the officials

appointed by the courts, PAN of the Eligible Equity Shareholder and for each Eligible Equity Shareholder in case of oint names, irrespective of the total value of the Rights Equity Shares applied for pursuant to this Issue; Authorization to the Designated Branch of the SCSB to block an amount equivalent to the Application Money in the ASBA Account;

Signature of the Eligible Equity Shareholder (in case of joint holders, to appear in the same sequence and order as they appear in the records of the SCSB); and

In addition, all such Eligible Equity Shareholders are deemed to have accepted the following

"I/ We understand that neither the Rights Entitlement nor the Equity Shares have been, or will be, registered under the United States Securities Act of 1933, as amended (the "US Securities Act") or any United States state securities laws, and may not be offered, sold, resold or otherwise transferred within the United States or to the territories or possessions thereof (the "United States") except in a transaction exempt from, or not subject to, the registration requirements of the US Securities Act. I/ we understand the offering to which this application relates is not, and under no circumstances is to be construed as, an offering of any Equity Shares or Rights Entitlement for sale in the United States, or as a solicitation therein of an offer to buy any of the said Equity Shares or Rights Entitlement in the United States. Accordingly, I/ we understand that this application should not be forwarded to or transmitted in or to the United States at any time. I/ we understand that none of the Company, the Registrar or any other person acting on behalf of the Company will accept subscriptions from any person, or the agent of any person, who appears to be, or who we, the Registrar or any other person acting on behalf of the Company has reason to believe is in the United States, or if such person is outside India and the United States, such person is not a corporate shareholder, or is ineligible to participate in the Issue under the securities laws of their jurisdiction. I/ We will not offer, sell or otherwise transfer any of the Equity Shares which may be acquired by us in any jurisdiction or under any circumstances in which such offer or sale is not authorized or to any person to whom it is unlawful to make such offer, sale or invitation except under circumstances that will result in compliance with any applicable

laws or regulations. We satisfy, and each account for which we are acting satisfies, all suitability standards for investors in investments of the type subscribed for herein imposed by the jurisdiction of our residence

I/ We understand and agree that the Rights Entitlement and Equity Shares may not be reoffered, resold, pledged of otherwise transferred except in an offshore transaction in compliance with Regulation S under the US Securities Act (hereinafter referred to as 'Regulation S'), or otherwise pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the US Securities Act. I/We (i) am/are, and the person, if any, for whose account I/we am/are acquiring such Rights Entitlement, and/or the Equity Shares, is/are outside the United States and (ii) is/are acquiring the Rights Entitlement and/or the Equity Shares in an offshore transaction meeting the requirements of Regulation S.

I/ We acknowledge that the Company, their affiliates and others will rely upon the truth and accuracy of the foregoing representations and agreements." In cases where multiple Application Forms are submitted for Applications pertaining to Rights Entitlements credited to the same demat account or in demat suspense escrow account, including cases where an Investor submits Application Forms along with a plain paper Application, such Applications shall be liable to be rejected. Investors are requested to strictly adhere to these instructions. Failure to do so could result in an application being rejected, with our Company and the Registrar not having any liability to the Investor. The plain paper Application format will be available on the website of the Registrar at www.bigshareonline.com.

Our Company and the Registrar shall not be responsible if the Applications are not uploaded by SCSB or funds are not blocked in the Investors' ASBA Accounts on or before the Issue Closing Date

LAST DATE FOR APPLICATION:

The last date for submission of the duly filled in the Application Form or a plain paper Application is November 25, 2024 i.e., Issue Closing Date. The Board of Directors may extend the said date for such period as it may determine from time to time, subject to the Issue Period not exceeding 30 days from the Issue Opening Date (inclusive of the Issue Opening Date).

If the Application Form is not submitted with an SCSB unloaded with the Stock Exchange and the Application Money is not blocked with the SCSB on or before the Issue Closing Date or such date as may be extended by the Board of Directors, the invitation to offer contained in this Letter of Offer shall be deemed to have been declined and the Board of Directors shall be at liberty to dispose of the Rights Equity Shares hereby offered, as provided under the section, "Basis of Allotment" on page 121 of this Letter of Offer.

Please note that on the Issue Closing Date, (i) Applications through ASBA process will be uploaded until 5.00 p.m (Indian Standard Time) or such extended time as permitted by the NSE,

Please ensure that the Application Form and necessary details are filled in. In place of Application number Investors can mention the reference number of the e-mail received from Registrar informing about their Rights Entitlement or last eight digits of the demat account. Alternatively, SCSBs may mention their internal reference number in place of application number.

PROCEDURE FOR RENUNCIATION OF RIGHTS ENTITLEMENTS:

The Investors may renounce the Rights Entitlements, credited to their respective demat accounts, either in full or in part (a) by using the secondary market platform of the Stock Exchange; or (b) through an off -market transfer, during the Renunciation Period. Such renunciation shall result in renouncement of the Rights Equity Shares. The Investors should have the demat Rights Entitlements credited/lying in his/her own demat account prior to the renunciation. The trades through On Market Renunciation and Off Market Renunciation will be settled by transferring the Rights Entitlements through the depository mechanism.

Investors may be subject to adverse foreign, state or local tax or legal consequences as a result of trading in the Rights Entitlements. Investors who intend to trade in the Rights Entitlements should consult their tax advisor or stock broker regarding any cost, applicable taxes, charges and expenses (including brokerage) that may be levied for trading in Rights Entitlements.

OUR COMPANY ACCEPT NO RESPONSIBILITY TO BEAR OR PAY ANY COST, APPLICABLE TAXES, CHARGES, AND EXPENSES (INCLUDING BROKERAGE), AND SUCH COSTS WILL BE INCURRED SOLELY BY THE INVESTORS. PLEASE NOTE THAT THE RIGHTS ENTITLEMENTS WHICH ARE NEITHER RENOUNCED NOR SUBSCRIBED BY

THE INVESTORS ON OR BEFORE THE ISSUE CLOSING DATE SHALL LAPSE AND SHALL BE EXTINGUISHED AFTER THE ISSUE CLOSING DATE.

On Market Renunciation

The Investors may renounce the Rights Entitlements, credited to their respective demat accounts by trading/selling them on the secondary market platform of the Stock Exchange through a registered stock broker in the same manner as the existing Equity Shares of our Company.

In this regard, in terms of provisions of the SEBI (ICDR) Regulations and the SEBI Rights Issue Circulars, the Rights Entitlements credited to the respective demat accounts of the Eligible Equity Shareholders shall be admitted for trading on the Stock Exchange under the ISIN that shall be allotted for the Rights Entitlement subject to requisite approvals. The details for trading in Rights Entitlements will be as specified by the Stock Exchange from time to time. The Rights Entitlements are tradable in dematerialized form only. The market lot for trading of Rights Entitlements is 100 Shares. To clarify further, fractional entitlements are not eligible for trading.

The On Market Renunciation shall take place only during the Renunciation Period for On Market Renunciation, i.e. from November 04, 2024 to November 18, 2024 (both days inclusive).

The Investors holding the Rights Entitlements who desire to sell their Rights Entitlements will have to do so through their registered stock brokers by quoting the ISIN INFOONI20015 (for Rights Entitlement) that shall be allotted for the Rights Entitlement and indicating the details of the Rights Entitlements they intend to sell. The Investors can place order for sale of Rights Entitlements only to the extent of Rights Entitlements available in their demat account. The On Market Renunciation shall take place electronically on secondary market platform of NSE under automatic order matching mechanism and on 'T+2 rolling settlement bases, where 'T' refers to the date of trading. The transactions will be settled on trade-for-trade basis. Upon execution of the order, the stock broker will issue a contract note in accordance with the requirements of the Stock Exchange and the SEBI

The Investors may renounce the Rights Entitlements, credited to their respective demat accounts by way of an off market transfer through a depository participant. The Rights Entitlements can be transferred in dematerialized

Eligible Equity Shareholders are requested to ensure that renunciation through off-market transfer is completed in such a manner that the Rights Entitlements are credited to the demat account of the Renouncees on or prior to the

The Investors holding the Rights Entitlements who desire to transfer their Rights Entitlements will have to do so through their depository participant by issuing a delivery instruction slip quoting the ISIN (for Rights Entitlement) that shall be allotted for the Rights Entitlement, the details of the buyer and the details of the Rights Entitlements they intend to transfer. The buyer of the Rights Entitlements (unless already having given a standing receip instruction) has to issue a receipt instruction slip to their depository participant. The Investors can transfer Rights Entitlements only to the extent of Rights Entitlements available in their demat account.

The instructions for transfer of Rights Entitlements can be issued during the working hours of the depository participants. The detailed rules for transfer of Rights Entitlements through off-market transfer shall be as specified by the NSDL and CDSL from time to time. LISTING AND TRADING OF THE RIGHTS EQUITY SHARES TO BE ISSUED PURSUANT TO THE ISSUE:

The existing Equity Shares are listed and traded on Emerge platform of NSE bearing Scrip Symbol 'UCL' under ISIN 'INEOONI01015. The Rights Equity shall be credited to temporary ISIN which will be frozen until the receipt of the final listing/ trading approvals from the Stock Exchange. Upon receipt of such listing and trading approvals, the Rights Equity Shares shall be debited from such temporary ISIN and credited to the existing ISIN as fully paid-up equity share of our company. Our Company has received in-principle approval from the NSE through letter bearing reference number © NSE/LIST/C/2024/0463 dated April 24, 2024.

It is to be distinctly understood that the permission given by NSE should not in any way be deemed or construed that the letter of offer has been cleared or approved by NSE nor does it certify the correctness or completeness of any of the contents of the Letter of Offer. The investors are advised to refer to the Letter of Offer for the full text of the

"Disclaimer Clause of NSE" on page 90 of the Letter of Offer. BANKER TO THE ISSUE AND REFUND BANK: Axis Bank Limited MONITORING AGENCY: N.A.

DISCLAIMER CLAUSE OF NSE (DESIGNATED STOCK EXCHANGE):

FOR RISK FACTORS AND OTHER DETAILS. KINDLY REFER TO THE LETTER OF OFFER AND ABRIGED LOF. OTHER IMPORTANT LINKS AND HELPLINE: The Investors can visit following links for the below-mentione

a) Frequently asked questions and online/electronic dedicated investor helpdesk for guidance on the Application

 $process\ and\ resolution\ of\ difficulties\ faced\ by\ the\ Investors:\ www.bigshare online.com$ Updation of Indian address/ email address/ mobile number in the records maintained by the Registrar or our Company: www.bigshareonline.com`

c) Updation of demat account details by Eligible Equity Shareholders holding shares in physical form Request Letter to be sent by the non-resident Eligible Equity Shareholders to the Registrar at their email id

REGISTRAR TO THE ISSUE

rightsissue@bigshareonline.com for updating their Indian address. The Request Letter should be accompanied by their PAN card and Address proof. Kindly note that the non-resident Equity Shareholders who do not have an Indian address are no eligible to apply for this Issue.

Bigshare Services Private Limited Add.: Office No. S6-2, VI Floor, Pinnacle Business Park, Mahakali Caves Road, Andheri (E), Mumbai-400093 Tele.: +91-022-62638200 | Fax: +91-022-62638299 | Email: rightsissue@bigshareonline.com Investor Grievance: investor@bigshareonline.com | Website: www.bigshareonline.com Contact person: Mr. Suraj Gupta | SEBI Registration No: INR000001385

COMPANY SECRATARY AND COMPLIANCE OFFICER Ms. Vishakha Tanwar.



88/8 GIDC, Phase I, Vatva, Ahmedabad- 382445, Gujarat, India. Telephone: 079-25833315;

. Investors may contact the Registrar to the issue or the Company Secretary and Compliance Officer for any preissue/ post issue related matters. All grievances relating to the ASBA process may be addressed to the Registra to the issue, with a copy to the SCSB, giving full details such as name and address of the applicant, number of Equity Shares applied for, ASBA Account number and the Designated Branch of the SCSB where the CAF, or the plain paper application, as the case may be, was submitted by the ASBA.

For USHANTI COLOUR CHEM LIMITED

Date: October 30, 2024 Place: Ahmedabad

Ms. Vishakha Tanwar Company Secretary and Compliance Officer

Our Company is proposing, subject to requisite approvals, market conditions and other considerations, to issue

Equity Shares on a rights basis and has filed a Letter of Offer with the SEBI and NSE. The LOF shall be available on website of SEBI at www.sebi.gov.in; the website of NSE at www.nseindia.com; the website of the Company a www.ushanti.com. Investors should note that investment in equity shares involve a degree of risk and for details relating to the same, please see the section entitled "Risk Factors" beginning on page 20 of the LOF. This announcement has been prepared for publication in India and may not be released in the United States. The

announcement does not constitute an offer of Equity Shares for sale in any jurisdiction, including the United States and any Equity Shares described in this announcement may not be offered or sold in the United States.